

Fourth Semester MA Sociology (Private Registration)

Multiple Choice Questions

SG800403: SOCIOLOGY OF MEDIA AND SOCIETY

1. Mass communication is characterized by the transmission of complex messages to
 - a) Large Audience
 - b) Small and Uniform Audience
 - c) **Large and Diverse Audience**
 - d) Small and Diverse Audience

2. Mass media messages are
 - a) **Sophisticated and Complex**
 - b) Naïve and Simple
 - c) Complex and Confusing
 - d) Simple but Misleading

3. SITE stands for
 - a) Systems Integration, Test & Evaluation
 - b) **Satellite Instructional Television Experiment**
 - c) Strategic Information Technology Effectiveness
 - d) Superfast Internet Tele media Enterprise

4. The source of mass communication message generally is a person or group operating within
 - a) An unorganized Settings
 - b) Board Meeting
 - c) Private Setting
 - d) **An Organized Setting**

5. According to Jean Baudrillard, “exaggerations and fake realities by media” is called
 - a) **Hyper Reality**
 - b) Artificial Reality
 - c) Magical Realism
 - d) Fictional Reality

6. Marshall McLuhan coined the concept
 - a) Social Media

- b) **Global Village**
 - c) Media Journalism
 - d) Cultural Materialism
7. Which are the two specific forms of social control discussed by Antonio Gramsci
- a) Cultural & Political Hegemony
 - b) Cultural & Economic Hegemony
 - c) **Social Hegemony & Political Government**
 - d) Social Hegemony & Societal Superstructure
8. The key theoretical concept that stimulates much of the contemporary study of the ideology of media is
- a) **Hegemony**
 - b) Ideological State Apparatus
 - c) Dialectical Materialism
 - d) Popular Culture
9. “Reading Capital” was Written by
- a) Karl Marx
 - b) Michael Foucault
 - c) Jürgen Hebarmas
 - d) **Louis Pierre Althusser**
10. Who called as the “high priest of postmodernism”
- a) Antony Giddens
 - b) **Jean Baudrillard**
 - c) Ivan Illich
 - d) Paulo Fryer
11. Who wrote the book; “The Gutenberg Galaxy: The Making of Typographic Man”
- a) Harold Innis
 - b) Louis Althusser
 - c) **Herbert Marshall McLuhan**
 - d) Raymond Williams
12. Which of the following is coined by Louis Althusser
- a) Ideological Superstructure
 - b) **Ideological State Apparatus**
 - c) Ideational Superstructure
 - d) Idiomatic Superstructure
13. Which of the following is identified by Brian Winston

- a) Finished prototype
- b) Unidentified prototype
- c) Identified prototype
- d) **A Parallel prototype**

14. Who combined the study of different dimensions of youth culture with commentary on developments in cultural theory and politics?

- a) Julia Kristeva
- b) **Angela McRobie**
- c) Dorothy E. Smith
- d) Simone de Beauvoir

15. Who stated 'Information revolution is largely an illusion'?

- a) Jean Baudrillard
- b) Zygmund Bauman
- c) **Brian Winston**
- d) Raymond Williams

16. Study of Signs is called

- a) Semantics
- b) Numismatics
- c) Pragmatics
- d) **Semiotics**

17. Name the Article that guarantees freedom of speech and expression

- a) Article 23
- b) Article 14
- c) **Article 19**
- d) Article 20

18. The law in which the government not to control over the freedom of press

- a) **Press & Registration of Books Act 1867**
- b) The Press Council Rules 1979
- c) Registration of Newspapers (central) Rules 1956
- d) Press Council Act 1978

19. To improve the standard of newsmagazines and newspapers Reconstituted

- a) Wage Boards
- b) Press Forums
- c) **Press Council**
- d) None of these

20. Right to information act came into force in

- a) **12th October 2005**
- b) 22nd October 2005
- c) 2nd October 2005
- d) 12th June 2006

21. Press Council Act was enacted in the year

- a) 1968
- b) 1978
- c) 1969
- d) **1965**

22. Press is subject to the restrictions that are provided under the..... Article of the Indian Constitution

- a) Article 19 (1)
- b) **Article 19 (2)**
- c) Article 19 (3)
- d) Article 19 (4)

23. Section 13 (2) (b) of the Press Council Act, 1978 enjoins the council to build up a

- a) Media House
- b) Publishing House
- c) **Code of Conduct**
- d) Book of Rules

24. Name the First Printed British Daily News Paper

- a) **Daily Courant**
- b) Daily Events
- c) Daily News
- d) Daily Express

25. Which one from the following is the threat for journalism

- a) Accuracy
- b) Bias
- c) All of these
- d) None of these

26. Defamatory (false and injurious) written statements or materials including movies, or photographs are called

- a) Libel
- b) Lien
- c) Slander
- d) None of these

27. The law for working journalists and other employees has been passed in the year

- a) 1953
- b) 1955
- c) 1954
- d) 1957

28. The following is a defence against defamation

- a) If it were for the public good
- b) To publish a substantially a true report of the proceeding of a court of justice
- c) To express in a good faith any opinion whatever respecting the conduct of a public servant in the discharge of his public function
- d) All of these

29. Elements which must be present before a libel action that can be brought against a media report

- a) Publication
- b) Harm to a person's reputation
- c) Proof of fault
- d) All of these

30. The official information to the press and other news media, is normally communicated through which department

- a) Press trust of India
- b) Press Information Bureau
- c) Press Council of India

d) Any News Outlet

31. Indian State Broadcasting Service started radio broadcasting in the year

- a) 1930
- b) 1931
- c) 1928
- d) 1932

32. Television Service Started in

- a) 1947
- b) 1959
- c) 1963
- d) 1952

33. In which year both radio and television were grouped under the Ministry of Information and Broadcasting

- a) 1964
- b) 1967
- c) 1969
- d) 1970

34. Name of the video podcast which was broadcast from 31st October 2003 to 2004

- a) Dead Body
- b) Dead Vs Birth
- c) Dead & Birth
- d) Dead End Days

35. Who signed first in the freedom of information act into law in 1966

- a) Lyndon B. Johnson
- b) Peter Collwright
- c) James Dethus
- d) Fredrick Johnson

36. In which year, the Digital Millennium Copyright Act was passed

- a) 1988
- b) 1968
- c) 1998

d) 1918

37. Who propounded the theory “ Diffusion of Innovation”

- a) E.M Rogers
- b) Sherry B. Ortner
- c) Herbert Spencer
- d) Majumdar

38. An audio file that is hosted on the internet as an MP3 file that can be downloaded or run as streaming audio

- a) Blog
- b) Podcast
- c) Vlog
- d) None

39. The term ‘Weblog’ was coined by

- a) Peter Merholz
- b) Evan Williams
- c) John Bargar
- d) Edwin Peter

40. The term ‘blog’ was coined by

- a) Peter Merholz
- b) Evan Williams
- c) John Bargar
- d) None

41. What was founded by Chad Harley, Jawed Karim and Steve Chen

- a) Facebook
- b) YouTube
- c) Yahoo
- d) Twitter

42. culture is the entirety of ideas, perspectives, attitudes, images, and other phenomenon that are within the mainstream of a given culture

- a) High culture
- b) Low culture
- c) Popular culture

d) None of the Above

43. What was the name of Magazine published by Mahatma Gandhi

- a) Swatantrata
- b) Young India
- c) The Times
- d) Indian Mirror

44. Between which period Media was censored in India

- a) 1990-92
- b) 1975-77
- c) 1952-54
- d) 1978-79

45. Why is it necessary for media to be independent

- a) To earn salary
- b) To encourage company
- c) To write balanced report
- d) None of these

46. What do you mean by factual information

- a) Information about complete issue
- b) Information about the issue that is often not complete
- c) Information about future topics
- d) None of these

47. Which of the following, according to Angela McRobie, is a key source of defining gender roles and establishing general ideas about feminist principles

- a) Media
- b) Family
- c) Society
- d) Culture

48. Increasingly prominent in the discussion of new media and feminism is

- a) Cultural feminism
- b) Cyberpunk feminism
- c) Cyber feminism
- d) None of these

49. The worldwide integration of media through cross-cultural exchange of idea is
- a) Globalization
 - b) Technology
 - c) **Media Globalization**
 - d) Technological Globalization
50. In which 'communist movement' first time newspaper play a role
- a) **Russian**
 - b) German
 - c) Chinese
 - d) Poland
51. The media violence led to an increase in
- a) Physical aggression
 - b) Relational aggression
 - c) Social aggression
 - d) **Both A and B**
52. The pattern of 'social inequality' creates
- a) Technological diffusion
 - b) **Digital gap**
 - c) Technological differences
 - d) Globalization
53. The unequal access to technology around race, class, and geographic lines is called
- a) Digital marketing
 - b) **Digital divide**
 - c) Digital realm
 - d) Digital library
54. Functionalism' focus on the
- a) **Media and technology smoothly functioning in society**
 - b) Rapid development in technology
 - c) Smooth service of media
 - d) Correlation system

55. Technology and Media has driven

- a) Communication
- b) Globalization
- c) Technology
- d) Advancement

ANSWER KEY

1. C	16. D	31. A	46. B
2. A	17. C	32. B	47. A
3. B	18. A	33. C	48. C
4. D	19. C	34. D	49. C
5. A	20. A	35. A	50. A
6. B	21. D	36. C	51. D
7. C	22. B	37. A	52. B
8. A	23. C	38. B	53. B
9. D	24. A	39. C	54. A
10. B	25. B	40. A	55. B
11. C	26. A	41. B	
12. B	27. B	42. C	
13. D	28. D	43. B	
14. B	29. D	44. B	
15. C	30. B	45. C	