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Maximum Weight : 5

MCQ—MEDIA AND SOCIETY

Section II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

UG CBCSS INTERNAL EXAMINATION, JUNE 2026

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

*Answer **all** questions.*

All questions carry equal weight.

Put a tick mark [✓] in the column against the correct answer.

1. The mass media are educates and propagandists . Which theory of the press support this ideology ?

(A) Libertarian.

☐

(B) Communist.

☐

(C) Authoritarian.

☐

(D) Social responsibility.

☐

2. The 1948, the conference on freedom of information was held in :

(A) Newyork city.

☐

(B) Colombo.

☐

(C) Davos.

☐

(D) Geneva.

☐

3. During the 19th century, mist of the newspapers of Britian were owned by :

(A) The government.

☐

(B) Families.

☐

(C) Private share holders.

☐

(D) Foreign firms of the West but not belonging.

☐

4. What is the full form of CANA ?

(A) Canadian news agency.

☐

(B) Caribbean news agency.

☐

(C) Cambodian news alliance.

☐

(D) None of these.

☐

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5. The AFP belongs to which country.

(A) The Netherland.

☐

(B) Belgium.

☐

(C) France.

☐

(D) Mexico.

☐

6. The word Global Village is defined by _____.

(A) Marshall Mc Luhan.

☐

(B) Wilber Shramm.

☐

(C) Daniel Leanear.

☐

7. Tabloid journalism is frequently termed _____.

(A) Cheque book journalism.

☐

(B) Yellow journalism.

☐

(C) Investigative journalism.

☐

8. Which was the first newspaper in India ?

(A) Bengal Gazette.

☐

(B) Calcutta journal.

☐

(C) Samachar Darpan.

☐

9. The term agenda setting was coined by :

(A) Malcoombs and Donald Shaw.

☐

(B) Shannon and weaver.

☐

(C) Dennic Mcqueil.

☐

10. What is encoding ?

(A) It is the vehicle through which a message is carried from the communicator to the receiver.

☐

(B) It is the formulation of message in the communicators mind.

☐

(C) It is one who initiates communication process.

☐

(D) Other end of communication.

☐



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11. _____ is an informal communication.

(A) News letter.

☐

(B) Grape wine.

☐

(C) Interpersonal communication.

☐

(D) Intrapersonal communication.

☐

12. Oral media dominates the _____ flow of communication.

(A) Downward.

☐

(B) Upward.

☐

(C) Horizontal.

☐

(D) Lateral.

☐

13. The influence of a group on the attitude of an individual is generally treated in terms of the concept of :

(A) Psychological group.

☐

(B) Physical group.

☐

(C) Corporative group.

☐

(D) Reference group.

☐

14. Mass media place a crucial role in forming and reflecting.

(A) Public opinion.

☐

(B) Societies image.

☐

(C) Self image.

☐

(D) Journalistic idea.

☐

15. Mass Cultural is referred to as :

(A) Popular culture.

☐

(B) Mass media culture.

☐

(C) Cultural imperialism.

☐

16. The role of mass media in correlation function was termed as :

(A) Forum.

☐

(B) Information.

☐

(C) Motivation.

☐

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17. Theories of effects to media violence.

- | | | | |
|--------------------------------|--------------------------|--------------------|--------------------------|
| (A) Socialisation and hearing. | ☐ | (B) Catharsis. | ☐ |
| (C) Aggressive cue. | ☐ | (D) Reinforcement. | ☐ |

18. The term media comes from the Latin.

- | | | | |
|---------------|--------------------------|----------------|--------------------------|
| (A) Mode. | ☐ | (B) Middle. | ☐ |
| (C) Communis. | ☐ | (D) Communico. | ☐ |

19. According to William Stephenson mass media serves the basic purpose of providing entertainment, escape and release this theory was called :

- | | | | |
|---------------------------|--------------------------|------------------------|--------------------------|
| (A) Learning theory. | ☐ | (B) Play theory. | ☐ |
| (C) Reinforcement theory. | ☐ | (D) Aggressive theory. | ☐ |

20. Which one is the highly circular model of communication ?

- | | |
|-------------------------------|--------------------------|
| (A) Shannon and weaver model. | ☐ |
| (B) Lasswell's model. | ☐ |
| (C) Osgood's model. | ☐ |
| (D) Schramm's model. | ☐ |

No. of MCQs attempted

Weight Scored

(To be entered by the examiner)

No. of MCQs not attempted

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER WITH
THE MAIN ANSWER-BOOK**

