

OPEN COURSE -1
MEDIA AND SOCIETY

Question paper

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

Ans: C

2 When was Samachar created?

- (a)1977
- (b)1981
- (c)1975
- (d)1976

Ans:C

3 The 1948,the conference on freedom of information was held in

- (a)Newyork city
- (b)Colombo
- (c) Davos
- (d)Geneva

Ans: d

4 The tabloid, The Sun, is published from

- (a) Lucerne
- (b) Paris
- (c) London
- (d) Rome

Ans: c

5 During the 19th century, most of the newspapers of Britain were owned by

- (a) The government
- (b) families
- (c) private share holders
- (d) Foreign firms of the West but not belonging

Ans: b

6 What is the full form of CANA

- (a) Canadian news agency
- (b) Caribbean news agency
- (c) Cambodian news alliance
- (d) None of these

Ans: b

7 The AFP belongs to which country

- (a) The Netherland
- (b) Belgium
- (c) France
- (d) Mexico

Ans: C

8 which news agency was providing news to the Indian newspapers during the pre independence era?

- (a) The AFP
- (b) The CANA
- (c) Reuters
- (d) The IRNA

Ans: C

9 who set up the Free Press of India

- (a) S.Sadanand 1930

- (b) Bal Gangadhar Tilak 1932
- (c) B V Karant 1948
- (d) James Augustus Hickey 1948

Ans: A

9 what was the name of the report Mac Bride commission

- (a) International Communication Report
- (b) Many Voice One mode
- (c) Many Voices One World
- (d) The NWICO

Ans: C

10: the newspaper published by M K Gandhi when he was in South Africa was

- (a) Reformer
- (b) Harijan
- (c) Indian opinion
- (d) The Hindu

Ans: C

11 Who is the head of the News Service Division

- (a) Editor in charge
- (b) Directorial officer
- (c) Director General
- (d) Managing Director

Ans: C

12. According to Wilbur Schram, which one of the following is a value free asset?

- (a) Culture
- (b) Religion
- (c) Technology
- (d) None of these

Ans: c

13. Which of the following countries progressed economic term, but did not change her cultural values

- (a) India

- (b) The USA
- (c) England
- (d) Canada

Ans: c

14. The first implementation exercise of the package Programme Model was initiated in

- (a) The philipians
- (b) India (IADP)
- (c) Mexico (Pueba project)
- (d) None of these

Ans: b

15. Which of the following is not a phase of the diffusion process propounded by Everette M Rogers

- (a) Trial
- (b) Evaluation
- (c) Awareness
- (d) Cogitation

Ans: d

16. Which of the following models emphasis on the strengthening of Democratic process and redistribution of power

- (a) The Shannon and Weaver model
- (b)The old model Schramm
- (c) The participatory model
- (d)The alternative paradigm

Ans: c

17. Effects were made to find out how mass communication would effect social change in our country. The first attempt was made in this context through the

- (a) SITE 1975
- (b) Kheda Project
- (c) Use of colour TV Transmission (1982)
- (d) Introduction of an internet gateway through the VSNL (1995)

Ans: a

18 Janet Cooke was awarded for

- (a) Pulitzer prize
- (b) Nobel prize
- (c) Gandhi prize peace
- (d) Bharath ratna

Ans: a

19. Which reporting goes behind the news and bring out the truth

- (a) Objective
- (b) Interpretative
- (c) Investigative
- (d) Crime

Ans: c

20. When was the 2nd Press Council set up

- a)Dec 1972
- b)Oct 1971
- c)Oct 1970
- d)Aug 1975

Ans: C

21.Sadharanikaran is a social process, which can be achieved only among

- a) Common people
- b) Sahridayas
- c) Culture
- d) Children

Ans: b

22. Mao Zedong, who led the

- a) Jasmine revolutions
- b) Chinese Cultural revolutions
- c) Kashmir revolution
- d) Green revolution

Ans: b

23. The word Global Village is defined by

- a) Marshall Mc Luhan
- b) Wilber Shramm
- c) Daniel Leaneur

Ans: a

24. Tabloid journalism is frequently termed

- a) Cheque book journalism
- b) Yellow journalism
- c) Investigative journalism

Ans: b

25. Which was the first newspaper in India

- a) Bengal Gazette
- b) Calcutta journal
- c) Samachar Darpan

Ans: a

26. Which is the title of Mac Bride Report

- a) Many voices one world
- b) Global village
- c) Communication

Ans: a

27. The term agenda setting was coined by

- a) Malcoombs and Donald Shaw
- b) Shannon and weaver
- c) Dennic Mcqueil

Ans: a

28. 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

Ans: b

29..... is an informal communication

- a) News letter
- b) Grape wine
- c) Interpersonal communication
- d) Intrapersonal communication

Ans: b

29. Oral media dominates the..... flow of communication

- a) Downward
- b) Upward
- C) Horizontal
- d) Lateral

Ans: a

30. 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

Ans: c

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

- a) Public opinion
- b) Societies image
- c) Self image
- d) Journalistic idea

Ans: a

33. Mass culture is referred to as

- a) Popular culture
- b) Mass media culture
- c) Cultural imperialism

Ans: a

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

- a) forum
- b) information
- c) motivation

Ans: a

35. Theories of effects to media violence

- a) Socialisation and hearing
- b) Catharsis
- c) Aggressive cue
- d) Reinforcement

Ans:b

36. The term media comes from the Latin

- a) mode
- b) middle
- c) communis
- d) comunico

Ans: b

37. 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

Ans: b

38. 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

Ans:c

39) Which one is the triangle model of communication

- a) New comb's model
- b) Gate keeping model
- c) Gerbner's model
- d) Schramm's model

Ans: a

40) Commercial theory is also known as the

- a) Play theory
- b) laissez Faire theory
- c) Uses and gratification theory
- d) Multistep theory

Ans:b