**Question No: 1    ( Marks: 1 )    - Please choose one**

What was pointed out by Deutsch in 1952 regarding model?

       ► Models are not essential for understanding the more complex processes.

       ► Model is a form of selection and abstraction.

       ► Models must be followed.

**► Model is a structure of symbols and operating rules which is supposed to match a set of relevant points in an existing structure or process.**

**Question No: 2    ( Marks: 1 )    - Please choose one**

Which of the following is directed toward a relatively large, heterogeneous and anonymous audience?

**► Mass communication**

       ► Interpersonal communication

       ► Intrapersonal communication

       ► Group communication

**Question No: 3    ( Marks: 1 )    - Please choose one**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an idea that placed all forms of communication under the control of a governing elite or authorities.

       ► Democratic participant theory

       ► Libertarian theory

       ► Development media theory

**► Authoritarian theory**

**Question No: 4    ( Marks: 1 )    - Please choose one**

Which of the following is the mental or psychological recasting of a message so that its meaning is in line with a person’s beliefs and attitudes?

       ► Selective exposure

       ► Selective retention

**► Selective perception**

       ► Selective acceptance

**Question No: 5    ( Marks: 1 )    - Please choose one**

According to Lazarfeld, Opinion leaders differed from followers in all of the following ways of their personal attributes, except:

       ► They were more gregarious

**► Used media less**

       ► Were more socially active

       ► Shared the same social status

**Question No: 6    ( Marks: 1 )    - Please choose one**

Which of the following capacity involves the process of thought verification?

       ► Symbolizing capacity

       ► Self-regulatory capacity

**► Self-reflective capacity**

       ► Vicarious capacity

**Question No: 7    ( Marks: 1 )    - Please choose one**

The key concept in social cognitive theory is the notion of:

       ► Cognitive learning

**► Observational learning**

       ► Social learning

       ► Individual differences

**Question No: 8    ( Marks: 1 )    - Please choose one**

Systems models replaced the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ that was implicit in most of the early effects research.

       ► Transit model

**► Transmissional model**

       ► Information model

       ► International model

**Question No: 9    ( Marks: 1 )    - Please choose one**

Karl Marx developed his theory in the latter part of which of the following century?

       ► 17th

       ► 18th

**► 19th**

       ► 20th

**Question No: 10    ( Marks: 1 )    - Please choose one**

The Frankfurt School was most closely tied to which of the following aspect(s) of the Marxist project?

       ► The argument that political revolution is necessary

**► The argument that critique of culture is necessary**

       ► The argument that scientific methods can be used to determine economic laws

       ► All of the given options

**Question No: 11    ( Marks: 1 )    - Please choose one**

Which of the following perspective, says that mass media should be interpreted as an instrument to spread and reinforce the dominant hegemony?

**► Gramscian**

       ► Freudian

       ► Romanian

       ► Marxist

**Question No: 12    ( Marks: 1 )    - Please choose one**

All of the following economic processes are said to have played a part in increasing the reach of media corporations, EXCEPT:

       ► Internationalization

       ► Integration

**► Dominance**

       ► Diversification

**Question No: 13    ( Marks: 1 )    - Please choose one**

The Spiral of Silence Theory uniquely focuses on:

       ► Television news

       ► Helixes

       ► Media

**► Public opinion**

**Question No: 14    ( Marks: 1 )    - Please choose one**

Initially the two scholars, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Steven Chaffee understood communication science.

**► Charles Berger**

       ► Marshal McLuhan

       ► Karl Marx

       ► Claude Shannon

**Question No: 15    ( Marks: 1 )    - Please choose one**

All of the following could be a barrier against effective interpersonal communication, EXCEPT:

       ► Filtering

       ► Defensiveness

       ► Cultural differences

**► Attentive listening**

**Question No: 16    ( Marks: 1 )    - Please choose one**

Critical cultural theorists criticized McLuhan’s work to be:

       ► A new road to success

       ► Too diverse

**► A perversion of Innis’ ideas**

       ► Diverse and inconsistent

**Question No: 17    ( Marks: 1 )    - Please choose one**

Which one of the following terms is defined as spreading false information to discredit the opposition?

       ► Sensationalism

**► Disinformation**

       ► Education

       ► Journalism

**Question No: 18    ( Marks: 1 )    - Please choose one**

Who among the following first used the term ‘theories of the middle range’?

       ► Emile Durkheim

       ► Hovland

**► Robert Merton**

       ► Schramm

**Question No: 19    ( Marks: 1 )    - Please choose one**

Advertising campaigns and other efforts of persuasion serve as excellent examples of which of the following?

       ► Framing

**► Social prompting**

       ► Censorship

       ► Disinhibition

**Question No: 20    ( Marks: 1 )    - Please choose one**

Which one of the following refers to the tendency of television to homogenize viewers or bring them into the mainstream views of society?

       ► Blending

**► Mainstreaming**

       ► Cultivation

       ► Merging

**Question No: 21    ( Marks: 1 )    - Please choose one**

All of the following are true about critical theories EXCEPT:

       ► A group of theories that seek to produce change in oppressive

       ► A collection of theories that endeavor to provide critique of the existing undesirable practices

       ► A set of theories that strive to transform and revolutionize existing structures in the society

       ► A set of theories that intend to reinforce and strengthen the status quo

**Question No: 22    ( Marks: 1 )    - Please choose one**

For Marx, social change was explained by all of the following concepts, EXCEPT:

**► Struggle between material resources and dominant class**

       ► Struggle between bourgeoisie, the capitalist owning class and proletariat or working classes

       ► Dialectic process or struggle between Dialectic Forces in a society

       ► Struggle between competing and antagonistic forces in society

**Question No: 23    ( Marks: 1 )    - Please choose one**

Where did the limited effects paradigm never enjoy any popularity?

**► In Europe**

       ► In America

       ► In Los Angeles

       ► In California

**Question No: 24    ( Marks: 1 )    - Please choose one**

All of the following are coercive means of control, except:

       ► Law enforcement agencies

**► Media**

       ► Police

       ► Army

**Question No: 25    ( Marks: 1 )    - Please choose one**

All of the following are consensual means of control, except:

       ► Media personalities

       ► Educational Institutions

**► Religious Institutions**

       ► Law enforcement agencies

**Question No: 26    ( Marks: 1 )    - Please choose one**

Corporations are ceasing to be simply national in their operations and are becoming global. This trend refers to:

**► Internationalization**

       ► Horizontal integration

       ► Vertical Integration

       ► Diversification

**Question No: 27    ( Marks: 1 )    - Please choose one**

All of the following statements are true according to critical political economic theory, except:

       ► Public interest in communication is subordinated to private interests

**► Diversity increased opposition and alternative voices are raised**

       ► Media structure tend towards concentration

       ► Economic control and logic is determinant

**Question No: 28    ( Marks: 1 )    - Please choose one**

In a political science classroom, student ‘X’ is unable to share his views on the topics of political debate. Because he thinks that his views and opinions are less popular and are in opposition to those presented in class by other students as well as contradictory to the views and opinions that are popular on channels of mass media. Which of the following communication theories addresses the psyche and problem of student 'X'?

**► Spiral of Silence theory**

       ► Media Dependency theory

       ► Knowledge gap theory

       ► Agenda setting theory

**Question No: 29    ( Marks: 1 )    - Please choose one**

In a political science classroom, student ‘X’ is unable to share his views on the topics of political debate. Because he thinks that his views and opinions are less popular and are in opposition to those presented in class by other students as well as popular on channels of mass media. How would you define this nature of media effect?

       ► No effect

       ► Powerful effect

**► Limited effect**

       ► Partial effect

**Question No: 30    ( Marks: 1 )    - Please choose one**

Unequal access to new media technologies is creating an information gap between different social classes. In this way, media is contributing to maintain class divided and class dominated society. Which theory do you think best explains this phenomenon?

**► Knowledge gap theory**

       ► Media systems dependency theory

       ► Spiral of Silence theory

       ► Medium theory

**Question No: 31    ( Marks: 1 )    - Please choose one**

Uses and Gratifications Theory comes in the tradition of which of the following effects model?

       ► Direct Effects Model

**► Active Audience Model**

       ► Powerful Effects Model

       ► Linear Model Approach

**Question No: 32    ( Marks: 1 )    - Please choose one**

Which of the following theories explains how messages are interpreted?

**► Reception theory**

       ► Uses and gratification theory

       ► Framing theory

       ► Spiral of silence theory

**Question No: 33    ( Marks: 1 )    - Please choose one**

All of the following are examples of intrapersonal communication, except:

       ► Self talking

       ► Feeling anxiety

       ► Internal problem solving

**► Teacher student conversation**

**Question No: 34    ( Marks: 1 )    - Please choose one**

Multi-national corporations specialized in communications commodities are criticized for all of the following, except:

       ► Promoting western and capitalist way of life

**► Information outreach around the world**

       ► Undermining local culture

       ► National boundaries are becoming irrelevant

**Question No: 35    ( Marks: 1 )    - Please choose one**

"The BASE, upon which everything grows, is composed by the material production, money, objects, the relations of production and the stage of development of productive forces". This was stated by:

       ► Theodor Adorno

**► Karl Marx**

       ► Marshal McLuhan

       ► Shannon

**Question No: 36    ( Marks: 1 )    - Please choose one**

Which one of the following is an essential institution in advanced capitalist societies to motivate people to work hard so that they can accumulate money for buying things?

**► Advertising industry**

       ► Commerce industry

       ► Agriculture industry

       ► Live stock industry

**Question No: 37    ( Marks: 1 )    - Please choose one**

From a "Gramscian" perspective,which one is interpreted as an instrument to spread and reinforce the dominant hegemony?

       ► Governments

       ► International peace treaties

       ► Pamphlets

**► Mass media**

**Question No: 38    ( Marks: 1 )    - Please choose one**

Which concept is central to second-level agenda setting?

       ► Diversification

**► Framing**

       ► Diffusion

       ► Fear of isolation

**Question No: 39    ( Marks: 1 )    - Please choose one**

The Spiral of Silence Theory presumes that the media will focus on:

       ► Minority views

**► Majority views**

       ► Ethnic views

       ► Racial views

**Question No: 40    ( Marks: 1 )    - Please choose one**

Which one of the following sociologists introduced a theory of frame analysis?

**► Erving Goffman**

       ► Marshal McLuhan

       ► Claude Shannon

       ► Warren Weaver

**Question No: 41    ( Marks: 1 )    - Please choose one**

Which of the following theory is closely related to the systems theory?

       ► Media system dependency theory

       ► Uses and gratifications theory

**► Information processing theory**

       ► Normative theories

**Question No: 42    ( Marks: 1 )    - Please choose one**

Which of the following context of interpersonal communication deals with the psycho-social aspect of "where" you are communicating?

       ► Psychological context

       ► Relational context

**► Situational context**

       ► Environmental context

Quiz Start Time: 10:27 PM

Time Left     88

sec(s)

Question # 1 of 15 ( Start time: 10:27:18 PM )     Total Marks: 1

Which of the following theory encompasses both imitation and identification to explain how people learn through observation of other in their environments?

Select correct option:

    Media dependency theory

    Social learning theory

    Diffusion of innovation theory

    Normative theory

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 2 of 15 ( Start time: 10:27:44 PM )     Total Marks: 1

Process-oriented conceptualization of communication suggests that it is continuous and \_\_\_\_\_\_\_\_\_\_\_\_ and cannot be arbitrarily isolated.

Select correct option:

    Complex

    Simple

    Easy

    Effortless

Quiz Start Time: 10:27 PM

Time Left     84

sec(s)

Question # 3 of 15 ( Start time: 10:28:51 PM )     Total Marks: 1

Which of the following theory argues that, because people vary greatly in their psychological make-up and have different perceptions of things, media influence differs from person to person?

Select correct option:

    Social Categories Theory

    Individual Differences Theory

    Indirect Effects Theory

    Media Dependency Theory

Time Left     90

sec(s)

Question # 4 of 15 ( Start time: 10:29:28 PM )     Total Marks: 1

Sesame Street as pre-school educational programme for children is believed to have \_\_\_\_\_\_\_\_\_ impact on children’s mind.

Select correct option:

    Negative

    Depressing

    Positive

    Harmful

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 5 of 15 ( Start time: 10:29:43 PM )     Total Marks: 1

Karl Marx developed his theory in the latter part of which of the following century?

Select correct option:

    17th

    18th

    19th

    20th

Quiz Start Time: 10:27 PM

Time Left     90

sec(s)

Question # 6 of 15 ( Start time: 10:30:36 PM )     Total Marks: 1

\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when real world supports the distorted image of reality shown on television.

Select correct option:

    Resonance

    Mainstreaming

    Cultivation

    Merging

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 7 of 15 ( Start time: 10:31:55 PM )     Total Marks: 1

Whenever direct experience is in agreement with the messages from television, the messages are reinforced, they resonate and the cultivation effect is amplified. This is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Select correct option:

    Resonance

    Mainstreaming

    Cultivation

    Merging

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 8 of 15 ( Start time: 10:33:04 PM )     Total Marks: 1

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals.

Select correct option:

    Communication

    Feedback

    Globalization

    Internationalization

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 9 of 15 ( Start time: 10:33:26 PM )     Total Marks: 1

Term ‘Propaganda’ originated in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ during the counter-Reformation period.

Select correct option:

    15th century

    16th century

    17th century

    18th century

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 10 of 15 ( Start time: 10:33:43 PM )     Total Marks: 1

Which of the following believes that culture industry reflects the consolidation of commodity fetishism, the domination of exchange value and the ascendancy of state monopoly capitalism?

Select correct option:

    Frankfurt school

    Agenda setting

    Marxism

    Neo-marxism

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 11 of 15 ( Start time: 10:34:03 PM )     Total Marks: 1

Systems can be closed and \_\_\_\_\_\_\_\_\_\_\_ or they can be open and dynamically balanced.

Select correct option:

    Homeostatic

    Forceful

    Vibrant

    Active

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 12 of 15 ( Start time: 10:34:23 PM )     Total Marks: 1

Which of the following is the process by which one company buys different kinds of media, concentrating ownership across different kinds of media?

Select correct option:

    Horizontal integration

    Vertical integration

    Rectangular integration

    Diagonal integration

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 13 of 15 ( Start time: 10:34:46 PM )     Total Marks: 1

Deutsch defined model in one of the following way. Which is that?

Select correct option:

    Models must be followed

    Model is a form of selection and abstraction

    Models are not essential for understanding the more complex processes

    Model is a structure of symbols and operating rules which is supposed to match a set of relevant points in an existing structure or process

BC100201213 : Komal Mehboob

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 14 of 15 ( Start time: 10:35:12 PM )     Total Marks: 1

In \_\_\_\_\_\_\_\_\_\_\_\_\_ the golden age of TV began in 1950s and continued throughout the 1960s.

Select correct option:

    Brazil

    United States

    United Kingdom

    India

Quiz Start Time: 10:27 PM

Time Left     89

sec(s)

Question # 15 of 15 ( Start time: 10:35:28 PM )     Total Marks: 1

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the subtle selection of certain aspects of an issue by the media to make them more important and thus to emphasize a particular cause of some phenomenon.

Select correct option:

    Diversification

    Framing

    Globalization

    Fear of isolation

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an idea that placed all forms of communication under the control of a governing elite or authorities.

Select correct option:

Libertarian theory

Development media theory

Authoritarian theory

Democratic participant theory

Which of the following is the work of Vico, Dilthey, and Weber?

Select correct option:

Positivistic paradigm

Interpretive paradigm

Critical paradigm

Abstract paradigm

The concept that a new idea, new technique, or new technology etc. diffuses or spreads through out society in a predictable pattern was given by which of the following theory?

Select correct option:

Normative theory

Diffusion of innovation theory

Lasswell’s propaganda theory

Elite Pluralism Theory

Systems can be closed and \_\_\_\_\_\_\_\_\_\_\_ or they can be open and dynamically balanced.

Select correct option:

Homeostatic

Forceful

Vibrant

Active

One of the following in not true about the term ‘mass communication.’ Which is that?

Select correct option:

Mass media is the tool used for mass communication

Mass communication is about sharing information at mass level

It is not possible without the use of mass media

Process of mass communication is synonymous with the mass media

Which of the following capacity involves the process of thought verification?

Select correct option:

Symbolizing capacity

Self-regulatory capacity

Self-reflective capacity

Vicarious capacity

The phenomenon of behavior reenactment is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Select correct option:

Modelling

Feedback

Agenda setting

Cultivation analysis

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theorists believe reality is created not by nature but by the powerful people who manipulate condition and brainwash others to perceive things the way they want them to, to serve the needs of the powerful.

Select correct option:

Positivistic

Interpretive

Critical

Analytical

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theorists believe that reality is not ‘out there’ but in the minds of the people.

Select correct option:

Positivistic

Interpretive

Critical

Analytical

The term ‘mediation of social relations’ mean:

Select correct option:

The role of mass communication in a society

The role of newspapers in a society

The role of government agencies in a society

The role of state-controlled media in a society

One of the following approaches to theory building gives primacy to observation. Which is that?

Select correct option:

Inductive approach

Deductive approach

Objective approach

Subjective approach

\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when exposure to mediated communication activates related thoughts that have been stored in the mind of an audience member.

Select correct option:

Framing

Priming

Agenda setting

Modeling

Who among the following formulated the theory of diffusion of innovations?

Select correct option:

Everett Rogers

Claude Shannon

Joseph Klapper

Robert Merton

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activation may influence a person’s behavior, causing him or her to act or react in some way, sometimes with undesirable consequences.

Select correct option:

Framing

Priming

Agenda setting

Modeling

Elite Pluralism is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Select correct option:

Magic bullet theory

Diffusion theory

Limited effects theory

All of the given options

1. **1.   Process-oriented conceptualization of communication suggests that it is continuous and \_\_\_\_\_\_\_\_\_\_\_\_ and cannot be arbitrarily isolated**

**Complex**

Simple

Easy

Effortless

1. **2.      Westley-MacLean model differs from the Shannon-Weaver model in what sense?**

Feedback

Gate keeping

**Feedback and gate keeping**

Feedback and criticism

1. **3.      Which of the following in NOT correct about mass communication?**

Mass media is the tool used for mass communication

**Process of mass communication is synonymous with the mass media.**

Mass communication is sharing information at mass level.

It is not possible without the use of mass media.

1. **4.      The concept of four kinds of theories i.e. social scientific theory, normative theory, everyday theory and operational theory was given by which of the following communication scholar?**

**Dennis McQuail**

Wilber Schramm

Claude Shannon

Albert Einstein

1. **5.      All of the following are a part of five innovation-adoption categories proposed by communication scholar Everett Rogers, EXCEPT**

Innovators

**Late comers**

Early majority

Laggards

1. **6.      The Hutchins Commission members were sharply divided between:**

Those who held strongly libertarian views and those who thought some form of press regulation was necessary.

Those who held strongly libertarian views and those who had strongly authoritarian views.

**Those who held strongly authoritarian views and those who thought some form of press regulation was necessary.**

Those who held strongly libertarian views and those who had communist views.

1. **7.      In recent years, priming effects have been found in area(s) of communication research other than media violence studies such as:**

Political communications

Minority portrayals

**Advertisements**

All of the given options

1. **8.      Which one of the following terms is defined as spreading false information to discredit the opposition?**

Sensationalism

**Disinformation**

Education

Journalism

1. **9.      Who among the following types of adopters are described as venturesome and ready to try new things?**

Laggards

Early majority

Late majority

**Innovators**

**10.  Learning aggressive behavior by viewing televised or filmed violence is an example of negative effects of which of the following?**

Symbolizing capacity

Self-regulatory capacity

Self-reflective capacity

**Vicarious capacity**

**11.  Which one of the following consists of a set of parts that are interlinked so that changes in one part induce changes in other parts?**

Monitoring

Organization

**System**

Structure

**12.  Which of the following defines empirical problems?**

**Anything about the world which strikes us as odd or otherwise in need of explanation.**

A problem that exists when a particular theory exhibits inconsistencies that need to be clarified.

Applied issues such as how to improve the provisions of health care, how to enhance the effectiveness of problem solving organizational groups etc.

None of the given options

**13.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an idea that placed all forms of communication under the control of a governing elite or authorities.**

Democratic participant theory

Libertarian theory

Development media theory

**Authoritarian theory**

**14.  The concept that a new idea, new technique, or new technology etc. diffuses or spreads throughout society in a predictable pattern was given by which of the following theory?**

Normative theory

**Diffusion of innovation theory**

Lasswell’s propaganda theory

Elite Pluralism Theory

**15.  Which of the following theory was proposed to recognize the lack of infrastructure, money and professional skills in the societies getting independence from colonialism?**

Social responsibility theory

Libertarian theory

**Development media theory**

Communist theory

**16.  Which of the following theory is normative but with a practical bent?**

Social scientific

**Operational**

Diffusion

Everyday

17.  **Which one of the following is study of regulation and control in complex machines?**

Anthropology

Psychology

Geology

**Cybernetics**

**18.**

**Who formulated the theory of diffusion of innovation?**

**Klapper.**

**19.**

**Where the golden age of TV began in 1950’s and continued throughout the 1960’s?**

Brazil

**USA**

UK

India

**20.**

**Who wrote books “Social theory & Social structure” and “Social theoretical Sociology”?**

**Robert Merton**

**21.**

**Which of the following popular area of media effects researches explores the cognitive components of information processing?**

Framing

**Priming**

Agenda setting

Modeling

**22.**

**Which of the following theory focuses on whether media content can have an immediate and direct effect on specific thoughts and actions of individuals:**

Political economic theory

**Limited effect theory**

Critical theory

Systems theory

|  |
| --- |
| **According to W. Weaver, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is all of the procedures by which one mind can affect another.** |
| Communication |
| Feedback |
| Globalization |
| Internationalization |
|  |

|  |
| --- |
| **Process-oriented conceptualization of communication suggests that it is continuous and \_\_\_\_\_\_\_\_\_\_\_\_ and cannot be arbitrarily isolated** |
| Complex |
| Simple |
| Easy |
| Effortless |
|  |

|  |
| --- |
| **Westley-MacLean model differs from the Shannon-Weaver model in what sense?** |
| Feedback |
| Gate keeping |
| Feedback and gate keeping c |
| Feedback and criticism |
|  |

|  |
| --- |
| **Video games, virtual reality and cd-roms are examples of which of the following types of media?** |
| Telematic/ new media c |
| Mass media |
| Electronic media |
| Print media |
|  |

|  |
| --- |
| **Which of the following in NOT correct about mass communication** |
| Mass media is the tool used for mass communication |
| Process of mass communication is synonymous with the mass media. |
| Mass communication is sharing information at mass level. |
| It is not possible without the use of mass media. |
|  |

|  |
| --- |
| **The Chicago School opposed the notion of:** |
| Free marketplace of ideas |
| Free marketplace of automobiles |
| Free marketplace of consumer goods |
| Free marketplace of Hi-tech |
|  |

|  |
| --- |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a movement to steer journalism towards reinvigorating public life, which many see as excluding ordinary citizens and devaluing the need to inform them.** |
| Radio journalism |
| Civic journalism |
| Yellow journalism |
| Free press |
|  |

|  |
| --- |
| **Many critics consider \_\_\_\_\_\_\_\_\_\_\_\_\_\_ an updated version of authoritarian theory.** |
| Social responsibility theory |
| Libertarian theory |
| Development media theory |
| Democratic participant theory |
|  |

|  |
| --- |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ defied the Pope Paul IV and used the printing press to spread Reformation literature to the masses** |
| Marshal McLuhan |
| Martin Luther |
| Ferdinand Tonnies |
| Emile Durkheim |
|  |

|  |
| --- |
| **The concept of four kinds of theories i.e. social scientific theory, normative theory, everyday theory and operational theory was given by which of the following communication scholar?** |
| Dennis McQuail |
| Wilber Schramm |
| Claude Shannon |
| Albert Einstein |
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| **Which of the following approach was preferred by Lazarsfeld to theory construction?** |
| Inductive approach |
| Deductive approach |
| Casual approach |
| Indirect approach |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ propounds that media have minimal effects because those effects are mitigated by a variety of mediating or intervening variables.** |
| Social Categories Theory |
| Limited Effects Theory |
| Media dependency Theory |
| Indirect Effects Theory |
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| **All of the following are the assumptions of Elite Pluralism, except:** |
| Media have little ability to directly influence people. |
| Media alone cannot alter politics. |
| Media, in the name of stability, should not reinforce political party loyalties |
| Media shouldn’t be expected to lead public opinion but rather reinforce it. |
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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ assumes that every one must be well informed and politically active.** |
| Classical democratic theory |
| Political economic theory |
| Spiral of silence theory |
| Klapper’s Phenomenistic Theory |
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| **All of the following are a part of five innovation-adoption categories proposed by communication scholar Everett Rogers, EXCEPT** |
| Innovators |
| Late comers |
| Early majority |
| Laggards |
| **Which of the following is the process by which an innovation is communicated through certain channels over time among the members of social system?** |
| Diffusion |
| Induction |
| Osmosis |
| Feedback |
|  |

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| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the direct, mechanical reproduction of behavior** |
| Imitation |
| Framing |
| Identification |
| Agenda setting |
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| **Which of the following term is also used for catharsis** |
| Kindness |
| Sublimation |
| Sympathy |
| Support |
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| **Which of the following includes the concepts of motivation and evaluation?** |
| Symbolizing capacity |
| Self-regulatory capacity |
| Self-reflective capacity |
| Vicarious capacity |
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| **Seeing a model punished from a behavior is sufficient to reduce the likelihood that the observer will make that behavior. This is the \_\_\_\_\_\_\_\_\_\_\_ effect of modeling** |
| Inhibitory |
| Disinhibitory |
| Positive |
| Negative |

According to Agenda-Setting Theory, the media influences the public agenda by:

 **Giving more exposure to particular topics**

 Telling the audience that a topic is good or bad

 Offering all sides and opinions of the issue

 Polling viewers and readers about their opinions

The Spiral of Silence Theory uniquely focuses on:

 Helixes

 Media

 **Public opinion**

 Television news

All of the following economic processes are said to have played a part in increasing the

reach of media corporations EXCEPT one. Which one is it?

 Internationalization

 Integration

 **Dominance**

 Diversification

What does Noelle-Neumann call the personal estimation of the strength of opposing sides

on an issue?

 **Quasi-statistical sense**

 Instinctive response organ

 Intuitive response organ

 Reactional response organ

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process whereby the news media lead the public in assigning

relative importance to various public issues.

 Alienation

 **Agenda-setting**

 Internationalization

 Consumerism

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Noelle-Neumann sees the Spiral of Silence Theory as an all-encompassing theory of

public opinion that connects the areas of social psychology, mass media, and

\_\_\_\_\_\_\_\_\_\_.

 Sociology

 Persuasion

 Organizational communication

 **Interpersonal communication**

\_\_\_\_\_\_\_\_\_\_ is a process through which the media emphasize some aspects of reality and

downplay other aspects.

 Priming

 Pushing

 Factoring

 **Framing**

Which of the following scholars defined agenda-setting as a process whereby the news

media lead the public in assigning relative importance to various public issues?

 **Maxwell McCombs and Donald Shaw**

 Shannon and Weaver

 McLuhan and Donald Shaw

 Maxwell McCombs and Marshall McLuhan

According to Agenda-Setting Theory, the media influences the public agenda by:

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Which of the following is an old label that has been revived to identify a socially critical

approach which focuses primarily on the relation between the economic structure and

dynamics of media industries and the ideological content of media?

 **Political economic theory**

 Normative theory

 Agenda setting theory

 Spiral of silence theory