

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following statement does NOT explain the nature of communication as process?

Answer ( Please select your correct option )

- ☐ Communication as a process is ongoing and ever changing.
- ☐ Communication is complex.
- ☐ Communication can be arbitrarily isolated.
- ☐ Communication as a process is continuous in nature.

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following describes systems in terms of energy, forces and their direction, the relations between parts and the influence of one part on another?

Answer ( Please select your correct option )

- ☐ Structural model
- ☐ Functional model
- ☐ Linear model
- ☐ Transactional model

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following divides communication into three distinct processes i.e. message formulation, message interpretation and message exchange?

Answer ( Please select your correct option )

- ☐ OTA transactional model
- ☐ Structural model
- ☐ Functional model
- ☐ Linear model

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Westley-MacLean model differs from the Shannon-Weaver model in what sense?

Answer ( Please select your correct option )

- ☐ Feedback
- ☐ Gate keeping
- ☐ Feedback and gate keeping
- ☐ Feedback and criticism

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following communication scholar defined mass communication as it comprise the institutions and techniques by which specialized groups employ technological devices (press, radio, films etc.) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences?

Answer ( Please select your correct option )

- ☐ Janowitz
- ☐ McLuhan
- ☐ Weaver
- ☐ Shannon

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

The Chicago School Opposed the notion of

Answer ( Please select your correct option )

- ☐ Free marketplace of ideas
- ☐ Free marketplace of automobiles
- ☐ Free marketplace of consumer goods
- ☐ Free marketplace of Hi-tech

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are the benefits of communication freedom, except:

Answer ( Please select your correct option )

- ☐ Stimulation of an active and informed democratic system and social life
- ☐ Chance to express idea, beliefs and views about the world
- ☐ Systematic and independent public inquiry of those in power and an adequate supply of reliable information about their activities
- ☐ Lack of continuity in renewal and change of culture and society

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following were the limitations of the initial normative theories, except:

Answer ( Please select your correct option )

- ☐ The theories were the outdated notion of the press as providing mainly only political news and information.
- ☐ The framework of theory was formulated largely from a North American perspective.
- ☐ The media are proliferating in their technical and institutional forms as much as in the volume of content produced and disseminated therefore making the judgment difficult.
- ☐ Divergence of media

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Initially Americans resisted the propaganda for it violated the most basic rules of fair democratic political communication; they believed that:

Answer ( Please select your correct option )

- ☐ People should be taught to critically evaluate propaganda messages; then they will be able to reject them as unfair and false.
- ☐ People can never differentiate between right and wrong and therefore propaganda is harmful for democracy.
- ☐ People can differentiate but this is not the right time to start propaganda.
- ☐ Propaganda cannot be used anyway because it is harmful for economy.

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following approach was preferred by Lazarsfeld to theory construction?

Answer ( Please select your correct option )

- ☐ Inductive approach
- ☐ Deductive approach
- ☐ Casual approach
- ☐ Indirect approach

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

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?

Answer ( Please select your correct option )

- ☐ Selective exposure
- ☐ Selective retention
- ☐ Selective perception
- ☐ Selective acceptance

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the study of regulation and control in complex machines?

Answer ( Please select your correct option )

- ☐ Anthropology
- ☐ Psychology
- ☐ Geology
- ☐ Cybernetics

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

Who among the following scientists wrote the book, Mathematical theory (1949)?

Answer ( Please select your correct option )

☐ Albert Einstein and Miller

☐ George Gerbner and Marshall McLuhan

☐ Robert Merton and Wilber Schramm

☐ Claude Shannon and Warren Weaver

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the worldwide system of computer networks accessible to any user connected to it?

Answer ( Please select your correct option )

☐ Information core

☐ Information superhighways

☐ Information center

☐ Information hub

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following theory calls for the suppression of pluralistic groups and the use of media under the control of the dominant political party to propagate a strong centralized political culture?

Answer ( Please select your correct option )

☐ Libertarian theory

☐ Authoritarian theory

☐ Social responsibility theory

☐ Totalitarian theory

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following theories was designed to explain only limited domains or ranges of action that had been or could be explored during empirical research?

Answer ( Please select your correct option )

- ☐ Mass society theories
- ☐ Normative theories
- ☐ Middle range theories
- ☐ None of the given options

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following category of adopters is tied to the past, to the traditional way of doing things, and are the last to adopt anything new?

Answer ( Please select your correct option )

- ☐ Innovators
- ☐ Late majority
- ☐ Early majority
- ☐ Laggards

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is the direct, mechanical reproduction of behavior?

Answer ( Please select your correct option )

- ☐ Imitation
- ☐ Framing
- ☐ Identification
- ☐ Agenda setting

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is a particular form of imitation in which copying a model, generalized beyond specific acts, springs from wanting to be and trying to be like the model with respect to some broader quality?

Answer ( Please select your correct option )

- ☐ Replication
- ☐ Framing
- ☐ Identification
- ☐ Agenda setting

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following implies that a person is offered an inducement (an incentive) to act in a particular way that has already been learned?

Answer ( Please select your correct option )

- ☐ Framing
- ☐ Social prompting
- ☐ Observational learning
- ☐ Disinhibition

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Who presented a conceptual model of the cultivation process that is divided into two phases?

Answer ( Please select your correct option )

- ☐ Gerbner
- ☐ Shannon
- ☐ Merton
- ☐ Tapper

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

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?

Answer ( Please select your correct option )

☐ Monitoring

☐ Organization

☐ System

☐ Structure

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What is the history of propaganda? How it originated?

Answer ( Please click here to Add Answer )

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

What changes were brought about by the popularity of colour television in America during 1960s?

Answer ( Please click here to Add Answer )

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Discuss mainstreaming

Answer ( [Please click here to Add Answer](#) )

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Priming is based upon the concept of cognitive neo association. What is cognitive neo association?

Answer ( [Please click here to Add Answer](#) )

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