RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN

B.A. (HONS.) JOURNALISM AND MASS COMMUNICATION (CBCS)

Class Test 2021

Semester- 1

CC-2 (Introduction to Media and Communication)

Time - 30 mints. Full Marks-10

1) Answer any 5 questions from the following: 2×5=10

i) Direct face to face communication between the sender and the receiver of a message can be termed as \_\_\_\_\_\_communication-

A) Intrapersonal B) interpersonal C) Group D) Mass

ii) What is the other name of Hypodermic Needle Model/theory?

A) Mass Society Theory B) Spiral of Silence Theory

C) Magic Bullet Theory D) None of these

iii) Propaganda Theory was developed by-

A) Noam Chomsky and Edward S. Herman B) Charles and Osgood

C) Claude Shannon and Warren Weaver D) Lerner and Berlo

iv) In two-step flow of communication, Lazarsfeld and his fellow researchers suggested that the flow of communication was often directed through a/an \_\_\_\_\_\_\_\_\_\_\_\_ who played a vital role in both spreading and interpreting the information to the individual

A) Agent B) Extension

C) Opinion leader D) Political leaders

v) Limited Effects Theory was proposed by-

A) Denis McQuail B) Paul Lazarsfeld

C) Lucien Pye D) David Berlo

vi) The theory which says that the people expose themselves to messages selectively and the media have indirect and minimal effects on individuals-

A) Mass Society Theory B) Propaganda Theory

C) Magic Bullet Theory D) Limited Effects Theory

vii) The systematic and empirical study of Limited effects theory was formulated on-

A) UK Voters B) UAE Voters

C) US Voters D) None of these

viii) Mass Society is created due to the increase of-

A) Industrialization and Urbanization B) Democratization

C) Manifestation D) Industrialization

Examiner- Tanika Deb Roy