

UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

BA Sociology –VI Semester Core Course – Question Bank

S06 B.12 MASS MEDIA AND SOCIETY

- 1) The word communication is derived from.....
 - a) Greek word
 - b) Spanish word
 - c) Latin word
 - d) German word
- 2)is the process whereby information is transmitted from a sender to a receiver.
 - a) Interaction
 - b) communication
 - c) Internalization
 - d) contact
- 3) One who encodes the ideas by selecting words, symbols or gestures is called
 - a) Sender
 - b) Receiver
 - c) Mediator
 - d) Decoder
- 4) The carrier of communication is called.....
 - a) Receiver
 - b) Sender
 - c) Message
 - d) Medium
- 5) One who decodes the received message is called.....
 - a) Receiver
 - b) Sender
 - c) Encoder
 - d) none of the above.
- 6)communication refers to communication between 3 or more individuals.
 - a) Mass communication
 - b) group communication
 - c) Intrapersonal communication
 - d) extra personal communication
- 7) Communication between human being and non human being is called.....
 - a) Intrapersonal communication
 - b) group communication

15) Who is the father of Indian cinema?

- A) Sathyajith ray
- B) J.C Danial
- C) Dada Sahib Phalke
- D) Akira Kurasova

16)..... is the space where individuals can interact & exchange ideas, using a global network?

- A) Cyber space
- B) political space
- C) Social space
- D) none of the above

17).....is a social network of individuals who interact through specific social media?

- A) Urban community
- B) Virtual community
- C) Rural community
- D) None of the above

18).....is a discussion or informational site published on the world wide web?

- A) What's app
- B) face book
- C) Blog
- D) Skype

19) Who is the author of the work "empire & communication?"

- A) Mc luhan
- B) Raymond Williams
- C) Thompson
- c) Harold Innis

20)..... media are durable, heavy & difficult to move ?

- A) time-biased media
- B) space-biased media
- C) Virtual media
- D) new media

21) Those media which are manageable & light & can be transported over large distances are called?

- A) time-biased
- B) space-biased media
- C) Virtual media
- D) new media

22) Which is not an example for space-biased media?

- A) Clay tablets
- B) paper

c) Gandhi

d) Nehru

38) In which year UNESCO published "The Declaration of Fundamental Principles Concerning the Contribution of Mass Media

a) 1958

b)1969

c) 1959

d)1979

39) _____ means the globalization of the communication information companies

a) Media Globalization

b) Communication technology

c) Information Explosion

d) None of the above

40) Which is not a social Media?

a) Twitter

b)Face book

c) What's app

d)T.V

1) C

2) B

3) A

4) D

5) A

6) B

7) C

8) A

9) A

10) D

11) C

12) A

13) A

14) A

15) C

16) A

17) B

18) C

- 19) C
- 20) A
- 21) B
- 22) A
- 23) B
- 24) D
- 25) A
- 26) D
- 27) D
- 28) A
- 29) C
- 30) B
- 31) A
- 32) B
- 33) B
- 34) B
- 35) A
- 36) A
- 37) A
- 38) C
- 39) A
- 40) D