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 derive a) Greek word	d from 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 sele	ecting words, symbols or gestures is called
	a) Sender	b) Receiver
	c) Mediator	d) Decoder
4)	The carrier of communication is cal	lled
	a) Receiver	b) Sender
	c) Message	d) Medium
5)	One who decodes the received me	essage is called
	a) Receiver	b) Sender
	c) Encoder	d) none of the above.
6)	communication refers to co	mmunication between 3 or more individuals.
	a) Mass communication	b) group communication
	c) Intrapersonal communication	d) extra personal communication
7)	Communication between human b	being and non human being is called
	a) Intrapersonal communication	b) group communication

c) Extra personal communication d) animal communication

- 8) Which is not a function of mass media?
 - a) Interpretation b) socialization
 - c) Entertainment d) Education

9) The media which disseminate creative information through cultural and performance arts

- a) Folk media b) face book
- c) Blog d) internet

10) Which is not a folk media?

- a) Drama b) poems
- c) Stories d) Computer
- 11) Which is an electronic media?
 - a) Story b) drama c) Internet d) poems
- 12)"SITE" Means......
 - a) Satellite instructional television experiment
 - b) Satellite institute & television experiment
 - c) Satellite innovation television experiment
 - d) None of the above

13) Which is the country's first domestic communications satellite?

- A) INSAT-1A B) INSAT-1B
- C) INSAT-1C D) INSAT-1D

14) in which year Dadasaheb Phalke award for life time contributions to cinema, was instituted

a) 1969	b)1989
c)1979	d) 1959

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 individ	uals 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 ind	ividuals 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 inform	ational 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 "en	npire & 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) T V D) internet

23) Which communication theorists viewed medium is the message?

A) Harold innis	B) Mc luhan

C) Thompson D) Hebermas

24)..... refers to the notion that electronic communications shrinks distances, while increasing opportunities for talks & cross cultural sharing?

A) Cyber villageB) Village communityC) GemeinschaftD) global village

25) The book "culture & society is written by

- A) Raymond Williams B) Hebermas
- C) Antony Giddens D) parsons
- 26) Who viewed culture as a "productive process"?
 - A) Hebermas B) Antony Gidders
 - C) Parsons D) Raymond Williams
- 27) Which is not a book written by "Raymond William"?
 - A) Culture and society b) A Long Revolution
 - c) Marxism and literature d) structural transformation of public sphere.
- 28) Who hold the view that "hegemony was a form of control exercised primarily through a societies super structure "
 - A) Antonio graamsci B) Hebermas
 - C) Thompson D) Adorno
- 29) The structural transformation of the public sphere is a work done by
 - A) Thompsom B) Mc luhan
 - C) Hebermas D) Innis
- 30) According to Hebermasis the realm where people can discuss the matters of general interest.
 - A) Private sphere B) public sphere

C) Political field

D) none of the above

31) Who stated "the communication of symbolic forms is a characteristic feature of mass communication".

A) Thompson	B) Hebermas

C) Mc luhan D) marx

32) ------culture is the entirety of ides, perspectives, attitudes, Images, and other phenomemon that are within the mainstream of a given culture

a)	High Culture	b) Popular Culture
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c) Low Culture d)None of the above

33) High culture is the culture of ------

c) Urban Group d) None of the above

34) -----is an academic field of critical theory and literary criticism initially introduced by British in 1964

a) Women Studies	b) Cultural Studies
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c) Social Studies d) All the above

35) Who wrote the book "Introducing Cultural Studies?

- a) Ziauddin Sardar b) Thopmson
- c) Hebermass d) Gramci

36) _____is the another name given to traditional and other media by communication scholars

- a) Oramedia b) New Media
- c) Verbal Media d) Oral Media

36) The year in which TV was introduced in India for the first time

a)1989	b) 1959
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c) 1960 d) 1979

37) Who has given the name Akashavani to All India radio

a) Tagore b) Ambedkar

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