



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024

Course Name – Media, Communications and Society

Course Code - BMJ10101

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the derivation of the word Communication.
- | | |
|-----------|---------------|
| a) German | b) Latin |
| c) Greek | d) Portuguese |
- (ii) Identify the element(s) of communication.
- | | |
|------------|--------------------|
| a) Sender | b) Message |
| c) Channel | d) All of the them |
- (iii) Identify the meaning of interpersonal communication.
- | | |
|---------------------------------|--------------------------------------|
| a) Communication with the self | b) Communication between two persons |
| c) Communication within a group | d) None of these |
- (iv) Demonstrate your knowledge of communication forms. Which of the following is NOT a form of written communication?
- | | |
|------------------------------|----------------------|
| a) Blog post | b) Newspaper article |
| c) Face-to-face conversation | d) Report |
- (v) Which communication model explains communication as a dynamic process where both sender and receiver can take on the role of encoding and decoding messages?
- | | |
|-------------------------|-----------------------|
| a) Linear Models | b) Interactive Models |
| c) Transactional Models | d) All of these |
- (vi) Apply your knowledge and select what "digital divide" refers to:
- | | |
|---|--|
| a) The gap in income between media professionals and the general population | b) The disparity in access to and use of digital technology and the internet |
| c) The decline in traditional media outlets | d) The censorship of digital media by governments |
- (vii) Interpret the term "hegemony" in the context of social and political theory.
- | | |
|---|---|
| a) Military dominance of one nation over others | b) The process by which a dominant group maintains control over others through consent and ideology |
|---|---|

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

- c) Economic competition between nations
- (viii) Apply your understanding of mass communication. What is the significance of mass communication models?
- a) They provide a framework for understanding how messages are sent and received
- b) They are used to design advertising campaigns
- c) They dictate what can and cannot be communicated
- d) They are used to censor media content
- (ix) Classify communication into verbal and non-verbal types.
- a) Verbal includes emails, non-verbal includes gestures
- b) Verbal includes gestures, non-verbal includes speech
- c) Verbal includes speeches, non-verbal includes body language
- d) Verbal includes writing, non-verbal includes listening
- (x) Convert a written message into a verbal one.
- a) Speaking a message aloud
- b) Writing an email
- c) Drawing a diagram
- d) Using sign language
- (xi) Describe the nature of intrapersonal communication.
- a) Communication with others
- b) Communication with oneself
- c) Communication within a group
- d) Mass communication
- (xii) Give example(s) of effective communication in a team.
- a) Avoiding feedback
- b) Active listening and sharing ideas
- c) Dominating conversations
- d) Ignoring non-verbal cues
- (xiii) Identify the main function of noise in the communication process.
- a) It enhances the message
- b) It distorts the message
- c) It clarifies the message
- d) It has no effect on communication
- (xiv) Predict how the evolution of the internet has impacted print media globally.
- a) Increased print readership
- b) Decreased print readership
- c) Print media unaffected
- d) Print media dominance
- (xv) Interpret how blogs contribute to media democratization.
- a) Restricting user expression
- b) Giving voice to diverse opinions
- c) Limiting public discourse
- d) Reinforcing mainstream views

Library
Brainware University
399, Rankishmanur Road, Barasat
Kolkata, West Bengal-700125

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate how does media control effect society. (3)
3. Differentiate between communication and media. (3)
4. Write three challenges in regulating the Internet. (3)
5. What can be described as 'noise' in communication? (3)
6. Write the differences between entropy and redundancy in a communication process. (3)

OR

Write the differences between interactive and transactional models of communication. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss the significance of feedback. (5)
8. Analyse 'global village' in the context of social media with relevant examples. (5)
9. How can the principles of the Information Society be applied to understand the role of media in this society? (5)
10. Explain how technology might have a significant influence on media content, particularly in the context of reality shows. (5)

11. Explain the various barriers of communication. (5)
12. Evaluate the strengths and limitations of the Uses and Gratifications Theory in explaining contemporary media consumption. (5)

OR

Examine the key components of the Agenda-Setting Theory in mass communication. (5)

Library
Brainware University
39C, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125
