16665

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

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2023/B.Sc.(MSJ)-Hons-2024/B.Sc.(MSJ)-Hons-2025
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) Portugese

(ii) Identify the element(s) of communication.

a) Sender b) Message
c) Channel d) All of the them

(iii) Identify which is not a social networking site.

a) Wikipedia b) Facebook
c) Instagram d) All of the them

(iv) Paralinguistic communication refers to_____, identify.

a) Communication through tone of voice b) Communication throgh gaze
c) Communication within a group d) Mass Communication

(v) Which term is used to refer to a television or radio programme that is widely transmitted?

a) Broadcasting b) Publishing
c) Circulating d) Censorship

(vi) Which one of the following is the fourth estate of democracy?

a) Politics b) Media
c) Internet d) Parliament

(vii) Which of the following is an example of non-verbal communication?

a) Speaking loudly b) Singing a song
c) Nodding in agreement d) Writing a report

(viii) Classify the famous English poet who wrote Areopagatica, a pamphlet supporting the freedom of expression.

a) John Keats b) John Milton

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

c) P.B. Shelley d) J.S Mill

(ix) Which of the following is an example of new media? Classify.

a) Newspaper b) FM radio
c) Blog d) Television

(x) The function of noise is to:

a) Clarify messages b) Disrupt communication
c) Simplify decoding d) Speed up delivery

(xi) Choose how media shapes audience perceptions during crises.

a) Sensationalizing issues b) Providing accurate, timely updates
c) Spreading panic d) Ignoring feedback

(xii) Experiment with digital newsrooms' tools.

a) Only notebooks b) Offline records
c) CMS, analytics, social media d) Manual typewriters

(xiii) Choose tools supporting remote collaboration.

a) Zoom, Google Meet b) Notice sheets
c) Bulletin boards d) Poster campaigns

(xiv) Make use of virtual platforms for media education.

a) Skip interactivity b) Avoid computers
c) Online workshops, webinars d) Ignore students

(xv) Apply technology to improve communication in remote education.

a) Use radio and mobile-based learning apps b) Rely on handwritten notes only
c) Skip technology use d) Focus only on urban classrooms

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain the nature of human communication with suitable examples. (3)
3. Explain the difference between verbal and non-verbal communication. (3)
4. Apply the concept of globalisation to explain the influence of international media on local culture. (3)
5. Explain the relevance of effective communication. (3)
6. Design the elements of Aristotle's Rhetorical Triangle. (3)

OR

Compose the mathematical model of Shannon and Weaver in context of conducting a communication process. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Apply your understanding of media development to explain how podcasts serve as a new form of mass communication. (5)
8. Explain the role media plays in a communication process. (5)
9. Explain the importance of Shannon Weaver's model of communication in the context telephonic communication. (5)
10. Analyze how the Shannon and Weaver model explains the role of 'noise' in the communication process with examples. (5)
11. Use examples to show how different media platforms address the issue of alienation in modern society. (5)
12. Evaluate the relevance of the Agenda Setting Theory in understanding how media influences public opinion in the digital era. (5)

OR

Critically assess how the Uses and Gratifications Theory explains the changing patterns of media consumption in the age of social media. (5)