18321

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

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – M.Sc.(MSJ)-2025
Course Name – Media, Communication and Society
Course Code - MSJ10401
(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 form of non-verbal communication.

a) Singing b) Writing
c) Facial expressions d) Reading

(ii) Select the main function of feedback in communication.

a) To end communication b) To receive messages
c) To measure effectiveness d) To change topic

(iii) Choose the correct order of communication elements.

a) Message → Sender → Feedback b) Sender → Message → Receiver
c) Feedback → Noise → Channel d) Receiver → Sender → Message

(iv) What is "redundancy" in communication theory?

a) Irrelevant data b) Predictable content
c) Technical fault d) Extra media

(v) Identify the main component in Aristotle's model responsible for initiating communication.

a) Audience b) Occasion
c) Speaker d) Feedback

(vi) Analyze how Osgood and Schramm's model views the roles of sender and receiver.

a) Fixed roles for both b) One-time encoding process
c) Roles continuously shift between sender and receiver d) Separate decoding and feedback stages

(vii) How can Cultivation Theory be applied to frequent TV crime show viewers?

a) They feel safer b) They believe crime is rare
c) They perceive the world as dangerous d) They ignore crime

(viii) In applying Two-Step Flow Theory, who serves as the intermediary between media and audience?

a) Reporters
b) Government
c) Opinion leaders
d) Editors

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

(ix) Analyze how Hypodermic Needle Theory treats audience behavior.

a) As selective and active
b) As uniform and passive
c) As experts
d) As opinion leaders

(x) Which theory would best support the decision to analyze how a headline influences public opinion?

a) Agenda-Setting Theory
b) Framing Theory
c) Diffusion Theory
d) Hypodermic Needle Theory

(xi) Identify the key focus of the Authoritarian Theory of the press.

a) Government criticism
b) Press freedom
c) State control of media
d) Audience feedback

(xii) Support the idea that Cultural Studies help understand media ideologies.

a) Doesn't mention ideology
b) Overlooks language
c) Offers critical insights into media meaning
d) Focuses on grammar only

(xiii) Apply Media Dependency Theory to election news. What influences people's opinions?

a) Peer discussion
b) Political parties only
c) Dependence on media for information
d) Lack of internet

(xiv) Apply Jenkins' concept of convergence culture to YouTube.

a) Professional-only content
b) No audience input
c) Audiences and producers interact
d) Scripted mainstream media

(xv) Differentiate between Information and Knowledge Society.

a) Both are the same
b) Info society processes data; knowledge society uses it for decision-making
c) Info society lacks tech
d) Knowledge society ignores data

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain the main focus of Aristotle's model of communication. (3)
3. What are the main elements of the communication process? (3)
4. Describe Stuart Hall's concept of encoding/decoding in media messages. (3)
5. Explain what distinguishes a Knowledge Society from an Information Society? (3)
6. Compare the Two-Step Flow and Multi-Step Flow Theories. (3)

OR

Analyze how Agenda-Setting Theory shapes political campaigns. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Compare the role of feedback in Schramm's interactive model and Westley and MacLean's model. (5)
8. Describe the main idea of Chomsky and Herman's Manufacturing Consent. (5)
9. Explain various types of communication barriers with examples. (5)
10. Differentiate between Framing and Priming in political communication. (5)
11. Contrast the Hypodermic Needle Theory with Spiral of Silence Theory in terms of audience behavior. (5)
12. Analyze how the Frankfurt School criticized mass media's role in society. (5)

OR

Compare the Four Theories of the Press and identify which best suits democratic societies. (5)

****