



# BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022

Course Name – Science of Media Communications and Society/Media  
Communications and Society

Course Code - BMSJC101

( 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) Which of the following cannot be done through television broadcasting
  - a) News
  - b) Advertising
  - c) Soap Operas
  - d) Editorials
- (ii) Select which of the following kind of communication takes place in the medium of radio
  - a) Mass Communication
  - b) Interpersonal Communication
  - c) Group Communication
  - d) All of these
- (iii) Countries which have more information workers than occupational workers are?
  - a) Information Societies
  - b) Global Village
  - c) Technology Determinism
  - d) Digital Nudging
- (iv) Communication is derived from the ..... word "Communities"
  - a) French
  - b) Latin
  - c) Spanish
  - d) Greek
- (v) Media originated from the \_\_\_\_\_ word medium
  - a) Latin
  - b) Pali
  - c) Greek
  - d) French
- (vi) "Feedback includes messages sent in response to other messages". Which category of communication model promotes it
  - a) Transactional
  - b) Linear
  - c) Interactive
  - d) None of these
- (vii) While on a video call on Google meet, the conversation is interrupted due to poor network connectivity". What is the cause for it?
  - a) Source
  - b) Noise
  - c) Channel
  - d) Message

- (viii) Select from the following options which is not an aspect of alienation in capitalist societies?
- a) Alienation from the product activity                      b) Alienation from the products  
c) Alienation from species                                      d) Alienation from wages
- (ix) Normative theories were first proposed by?
- a) Fred Siebert    b) Theodore Peterson  
c) Wilbur Schramm    d) All of these
- (x) As the fourth estate of democracy, the role of media is to?
- a) Lawmaking    b) Reporting the system factually  
c) Reviewing the law    d) Policy Execution
- (xi) Identify the 'flow of information' when information is passed from mass media to persons who serve as opinion leaders which then is passed on to the general public.
- a) Two step flow    b) Multistep flow  
c) Both    d) None of these
- (xii) Effective communication pre-supposes?
- a) Non-alignment     b) Domination  
c) Passivity     d) Understanding
- (xiii) Lasswell describes an act of communication with certain steps? Identify them.
- a) Who? Says What? In Which Channel? To Whom? With What Effect?  
b) Who? In Which Channel? To Whom? With What Effect?  
c) Who? Says What? To Whom? With What Effect?  
d) Who? Says What? In Which Channel? To Whom? With What Effect and reverse?
- (xiv) Select the correct chronology of the year the following models were published : a) Berlo's SMCR Model b) Shannon and Weaver's Model of Communication c) Schramm's Model of Communication d) Westley and MacLean's Model of Communication
- a) a,b,c,d    b) b, c, d, a  
c) c,d,a,b    d) b,d,a,c
- (xv) If syntactic is concerned with the relations between signs, then pragmatic is concerned with...?
- a) Autocommunication                                        b) Social Interaction  
c) Relations between signs and their users              d) Relations between signs and their referents

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Explain the corporatisation and politicisation of media. (3)
3. Describe micro-blogging sites. (3)
4. 'Is there privacy in an information age?' Express your views on this. (3)
5. Elaborate the concept of selective exposure. (3)
6. Can excessive violence in media content desensitise people? Justify the statement. (3)

**OR**

Mass media can help shape the culture of any society. Do you subscribe to this view? Give examples from your surroundings. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. State the relevance of the model of spiral of silence in recent times. (5)

**OR**

Enumerate the three levels of problems in the communication process as identified by Shannon and Weaver. (5)

8. Referring to normative theories of the press, do you think corporatisation of media and government control severely affects media content? (5)

**OR**

“The government of India announced new social media rules to curb its misuse”. Do you think stricter guidelines are required for social media? (5)

9. ‘Cultural imperialism is the result of globalization’. Substantiate. (5)

10. Editorials reflect the opinion of the newspaper. Columnists offer independent opinion that could conflict with editorial opinion. Discuss the freedom to advocate any idea or action in the context of the freedom of the press. (5)

**OR**

“An individual's perception of the distribution of public opinion influences that individual's willingness to express their own political opinions,” Analyse this statement with the support of a communication theory. (5)

11. “Media in India is mostly self-regulated”, argue. (5)

12. Distinguish between linear, interactive, and transactional models of communication? (5)

**OR**

“When we communicate we try to establish commonness with someone.” What does commonness signify? Explain the communication process in the light of the above statement (5)

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