



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(MSJ)-Hons-2023

Course Name – Media, Communications and Society

Course Code - BMJ10101

(Semester I)

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Brainware University
C-3/35at, Kolkata - 700125

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) Proxemic communication refers to _____. Choose the correct one.
- a) The way a communicator handles space b) The way a communicator handles time
c) Sign language d) Paralanguage
- (ii) Which one of the following is the fourth estate of democracy?
- a) Politics b) Media
c) Internet d) Parliament
- (iii) SITE refers to _____. Identify.
- a) Satellite Instructional Television Experiment b) Social Instructional Television Experiment
c) Satellite Instructional Television Equipment d) Satellite Instructional Telecast Experiment
- (iv) Communication needs a _____. Identify.
- a) Channel b) Sender
c) Receiver d) All of the following
- (v) What is the name of the magazine started by Mahatma Gandhi?
- a) Young India b) Kesari
c) Bengal Gazette d) The Hindu
- (vi) Apply your understanding to determine the elements of communication
- a) Sender, ideas, encoding, communication channel, receiver, decoding and feedback b) Paintbrush, Paint, Canvas
c) Steering wheel, Gas pedal, Brake pedal d) Stove, Pot, Spoon
- (vii) Which one of the following is the oldest form of mass media?
- a) Newspapers b) Television
c) Internet d) Radio
- (viii) Which of the following is the first full length feature film of India?
- a) Raja Harishchandra b) Kisan Kanya
c) Jamai Sashthi d) The Great Train Robbery

(ix) Identify the most common definition of media?

- a) A type of pastry often enjoyed with coffee
b) A channel of communication used to transmit information to a large audience
c) A style of dance originating from Latin America
d) A type of clothing worn by journalists

(x) Private satellite television channels began to diffuse rapidly in India during and after the _____?

- a) World War- I
b) World War-II
c) Gulf War
d) Cold War

(xi) 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

(xii) Apply your understanding of the Cultivation Theory. According to the Cultivation Theory, prolonged exposure to media content can be

- a) Ignored by the audience
b) Shaping one's perception of reality
c) Decreasing one's interest in the media
d) Increasing one's critical thinking skills

(xiii) Which one of the following is an element of communication? Identify.

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

(xiv) Identify the elements of 'The Rhetoric Triangle'.

- a) Ethos
b) Pathos
c) Logos
d) All of the them

(xv) The process of communication is incomplete without the element of _____ . Select the correct one.

- a) Feedback
b) Media
c) News
d) None

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Can you interpret the development of computers and summarize their history from inception to the present day (3)
3. Why do we need Mass media? Discuss. (3)
4. Illustrate the meaning of communication. (3)
5. What is the role of mass media in mass communication? - explain (3)
6. How can popular culture be used to influence media and vice versa? Argue (3)

OR

What is social media used for? Evaluate. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Evaluate the strengths and limitations of the Uses and Gratifications Theory in explaining contemporary media consumption. (5)
8. Explain the Aristotelian model of communication, its components, and its significance in the history of communication theory. (5)
9. Explain the term hegemony and its different key elements (5)
10. Interpret the concept of media control be applied to understand the influence of media conglomerates on the diversity of content available to the public. (5)
11. How can the concept of a "Global Village" be applied to understand the impact of digital technology on global communication and culture (5)
12. Interpret how Schramm's model of communication provides a new dimension to the theory of communication. (5)

OR

Examine the role of media in promoting the dominant ideology in society, and its implications on individual thought processes and societal norms.

(5)

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