



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Media Literacy

Course Code - BJMCD502A

(Semester V)

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Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) A set of abilities requiring individuals to “recognize when information is needed and have the ability to locate, evaluate, and use the needed information effectively.”
 - a) Media literacy
 - b) Information literacy
 - c) Computer literacy
 - d) Technology Literacy
- (2) The _____ of the term “fake news” happens when the term is used by politicians and other groups to attack the credibility of professional news organizations.
 - a) Contamination
 - b) Weaponization
 - c) Popularization
 - d) None of them
- (3) It refers to the listener, reader, and viewer of the message.
 - a) Media
 - b) Receiver
 - c) Message
 - d) Noise
- (4) What can you do if you see something objectionable in the media?
 - a) Just ignore it because it probably only bothers you
 - b) Like it
 - c) Comment and share
 - d) Proceed to fact checking
- (5) In media studies convergence refers to the coming together of _____
 - a) people in society
 - b) Computer industry, telecommunication and media technologies
 - c) technical tools
 - d) two organizations
- (6) Which of the following terms is used to categorise one-to-many and many-to-many communication acts?
 - a) Interpersonal Communication
 - b) Mass communication
 - c) Group communication
 - d) Intrapersonal communication

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- (7) Global Village refers to
- a) humanity's adaptation to communications technology which is a catalyst for social change.
 - b) Concept of interconnectivity
 - c) community linked by telecommunications
 - d) All the these
- (8) What was the concept behind Marshall McLuhan's "global village" idea?
- a) That people would put little trust in the messages being delivered
 - b) That people would become more connected through technology
 - c) That people would all live together in one centralized location
 - d) That people would shun technology in favor of familiar local tribes
- (9) Who is the author of the book 'Being Digital'?
- a) Marshall McLuhan
 - b) Nicholas Negroponte
 - c) Frank Jenkins
 - d) Rene Hobbs
- (10) Marshall McLuhan's theories suggested that the _____ would be just as important as the message itself.
- a) Context
 - b) Timing
 - c) Medium
 - d) sender/encoder
- (11) "The medium is the message" and that the electronic media have transformed the world into a "global village" are theories of whom?
- a) George Gerbner
 - b) Max McCombs
 - c) Marshall McLuhan
 - d) Daniel Learner
- (12) Technological determinism is the belief that _____
- a) Technology causes certain human behaviors.
 - b) Soon inventors will develop the ultimate device to improve life.
 - c) Technology is glorified too much and man should not rely too much on it.
 - d) None
- (13) The regular dissemination of a belief, doctrine, cause, or information with the intent to mold public opinion is called
- a) Advertisement
 - b) Propaganda
 - c) Paid advertisement
 - d) Public relations
- (14) Public sphere is _____
- a) area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action
 - b) An area in public space
 - c) Public library
 - d) None of them
- (15) The gap between demographics and regions that have access to modern information and communications technology (ICT), and those that don't or have restricted access
- a) Social divide
 - b) digital divide
 - c) Internet inequality.
 - d) economic divide
- (16) The social responsibility theory rests on the notion that
- a) The individual should be free to publish whatever he or she likes
 - b) The media play a vital role in informing citizens in a democratic society
 - c) The media should publish only those works that promote libertarian ideals
 - d) None of the above
- (17) According to the "encoding and decoding" model of communication, what are two people doing while talking?

- a) Applying meaning
 c) Identifying social and economic class.
- b) Establishing a relationship.
 d) Expressing feelings.
- (18) Information society is a society where most of the people are engaged in _____

- a) creating and gathering information
 c) distributing information
- b) storing information
 d) all the above

(19) Suggesting that new tools and machinery propel social change is _____ determinism.

- a) economic
 c) technological
- b) cultural
 d) political

(20) Flame wars are

- a) long and vicious harangues in Internet discussion groups
 c) gaming app
- b) a game
 d) None of the above.

(21) Paid advertising based on a per-click model is called

- a) Source advertising
 c) Sponsored search-engine advertising
- b) Click bait
 d) ICT indicators

(22) According to W. Russell Neuman new media will _____

- a) Alter the meaning of geographic distance
 c) Provide the possibility of increasing the speed of communication
- b) Allow for a huge increase in the volume of communication.
 d) all the above

(23) Which one of the following is a fake news

- a) TIME magazine cover featuring Prime Minister Narendra Modi with the text 'Delete Fascism'
 c) Pak jet shot down Panjshir
- b) Punjab CM Chiranjit is being Baptized. He's probably, only Christian CM of Punjab
 d) all the above

(24) Which one of the following is not a fake news

- a) CO2 an 'Insignificant Contributor' in Climate Crisis
 c) Sri Lankan singer Yohani DeSilva has not been appointed "cultural ambassador" by the Indian High Commission in Colombo
- b) Canadian Suffer A Cardiac Arrest After Getting COVID-19 Vax
 d) all the above

(25) Globalization led to _____

- a) death of distance
 c) interconnectivity
- b) better communication
 d) all the above

(26) _____ refers to technical convergence, which is the ability to encode, store, and share text, numbers, images, sound, and video as zeroes and ones, the computer language

- a) Habermas
 c) Everett Rogers
- b) Nicholas Negroponte
 d) none of them

(27) The phenomenon central to the acceleration of Western media flows to non-western countries is known as _____

- a) Globalization
 c) capital infusion
- b) Dissemination of news
 d) none of them

(28) The root of the word "hegemony" lies in _____

- a) Spanish
 b) Classical Greeks

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c) French

d) German

(29) In our information society, the boundary between interpersonal and mediated communication is becoming more and more blurred. Which of the following is a contributor to this phenomenon?

a) interconnectivity brought about by globalization

b) economic forces within people's own communities

c) the continuation of traditional media outlets

d) the suspicion of credibility of online news

(30) Which of the following statements best defines cyberbullying?

a) technological innovations that fracture the mass audience

b) bullying by using technology such as the Internet and mobile phones

c) the use of technology to help others in need

d) technological changes in economic spaces

(31) What does the term 'hegemony' refer to?

a) the impacts of media convergence and globalization that can be seen in a number of transnational television channels

b) Mass media can influence the thinking and values of a specific society, while audiences willingly consent to the dominant meanings.

c) the equal distribution of media products to different societies

d) None of these

(32) What key aspect differentiates today's digital media from traditional media?

a) Longevity

b) Interactivity

c) Portability

d) None of the above.

(33) Which of the following is not true about the social media?

a) Marketing platform

b) Interactive

c) spreads misinformation

d) Can run without technological devices

(34) User interface has become a critical issue with digital media and the Internet because _

a) Digital media is very new

b) Rapid advances in technology radically alter any user interface assumptions that are made

c) Varying computer standards mean not all technology is accepted

d) All of the above

(35) Which one of the following statements about deepfakes are true?

a) Putting one person's face on another person's body in video

b) or altering a video to make it seem the person said (or did) something they never said (or did).

c) Deepfakes use a form of artificial intelligence called deep learning to make videos/images of fake events

d) All of the above

(36) The invention in 1968 that greatly changed how we interact with computers but that was not widely used until nearly a dozen years

a) computer mouse

b) Dvorak keyboard

c) World Wide Web

d) Google

(37) Broadband is _____

a) a software

b) a system of connecting a computer or other device to the Internet, in order to receive information, including pictures, maps, videos, etc. at a high speed

c) a computer system

d) a hardware

(38) How can you spot fake news?

a) Consider the source and other stories coming

b) Check the URL

- from that source
- c) consider the article's author
- d) All of the above.
- (39) What is the right thing to do when you spot fake news?
- a) Fact check and cross verify
- b) comment on links to fake stories with your own correction
- c) Stop sharing the link/ photo/video
- d) All of the above.
- (40) Who spreads fake news?
- a) Social media users
- b) Bots
- c) Fake news manufacturers
- d) All of the above.
- (41) Which one of the following statements are not true about bots?
- a) Bots help to propagate fake news and inflate the apparent popularity of fake news on social media
- b) Social media platforms (Facebook, Twitter, Instagram, etc.) have become home to millions of social bots that spread fake news.
- c) Bots are physical entities
- d) All of the above.
- (42) Who proposed the concept of post truth?
- a) Karl Marx
- b) Friedrich Nietzsche
- c) Manuel Castells
- d) Nicholas Negroponte
- (43) What is information disorder?
- a) Sharing of controversial information
- b) Sharing of irrelevant information
- c) the sharing or developing of false information with or without the intent of harming
- d) yellow journalism
- (44) Which one of the following is a format information disorder?
- a) Misinformation
- b) Dis-information
- c) Malinformation
- d) All the above
- (45) Which one of the following is not an example of social media?
- a) Google
- b) Instagram
- c) Facebook
- d) Both A & B
- (46) Who is the founder of Facebook?
- a) Kevin Systrom
- b) Adam Mosseri
- c) Mark Elliot Zuckerberg
- d) Pavel Durov
- (47) Which one of the following is the first social media
- a) Telegram
- b) Six Degrees
- c) Instagram
- d) Facebook
- (48) Twitter serves as a platform for _____.
- a) networking
- b) chat
- c) micro-blogging
- d) All of them
- (49) A virtual society is _____.
- a) Connected
- b) Interactive
- c) internet
- d) Both A and B
- (50) The key difference between misinformation and disinformation is _____.
- a) Intent to harm
- b) Effect to society
- c) Level of falseness
- d) None of them
- (51) This term is coined to refer to "the many ways our information environment is polluted".
- a) Information disorder
- b) Information distress

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c) Information overload

d) All of them

(52) Misinformation happens when people unknowingly share false or misleading information. Often this happens because _____.

a) They are unaware whether information is right or wrong.

b) They don't understand technology

c) They do it intentionally

d) All of them

(53) Which of the types of mis-/disinformation is not intended to cause harm but has potential to fool?

a) Satire

b) Imposter content

c) Misleading content

d) Fabricated content

(54) When news stories from previous years are re-shared in present time, what type of mis-/disinformation is this?

a) Imposter content

b) Misleading content

c) Parody

d) False context

(55) Where do staged videos, made-up quotes, and fake websites fall under the seven types of mis-/disinformation?

a) Manipulated content

b) Parody

c) Fabricated content

d) Satire

(56) Cyber Crimes come under Indian Penal Code. Which one of the following is an example?

a) Sending Threatening message by Email

b) Forgery of Electronic Record

c) Bogus Website

d) All of above

(57) The Information Technology Act 2000 is an Act of Indian Parliament notified on

a) 36678

b) 36861

c) 36831

d) 36800

(58) Authentication is _____.

a) To assure identity of user on a remote system

b) Insertion

c) Modification

d) Integration

(59) Hacking means _____.

a) unauthorized attempts to bypass the security mechanisms of an information system or network.

b) use of information and communication technologies to support deliberate, repeated and hostile behaviour

c) a form of fraud or cheating of another person's identity in which someone pretends to be someone else by assuming that person's identity.

d) without the permission of the owner to download computer data

(60) Data theft includes _____.

a) unauthorized attempts to bypass the security mechanisms of an information system or network

b) use of information and communication technologies to support hostile behaviour

c) a form of fraud or cheating of another person's identity

d) without the permission of the person who is in charge of the computer, to download, copy or extract any data, computer data base or information from computer