



## BRAINWARE UNIVERSITY

Term End Examination 2022  
Programme – M.Sc.(MSJ)-2022

Course Name – Science of Communication - Theory and Practice

Course Code - MMSJC101

( Semester I )

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Brainware University  
Barasat, 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) 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
  - (ii) What are the elements of 'The Rhetoric Triangle'?
 

a) Ethos	b) Pathos
c) Logos	d) All of these
  - (iii) Cultivation theory examines the lasting effects of media, specifically .....?
 

a) Radio	b) Newspaper
c) Television	d) Web
  - (iv) Frankfurt School advocated .....
 

a) Hegemony	b) Counter-Culture
c) Class Divide	d) Racial Superiority
  - (v) The dependency theory of development is supposed to be understood in the context of?
 

a) The world system	b) The continental system
c) The regional system	d) The local system
  - (vi) 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?
  - (vii) Which of the following is considered as the first Indian film?
 

a) Apu Trilogy	b) Alam Ara
c) Mughal-e-Azam	d) None of these
  - (viii) If syntactic is concerned with the relations between signs, then pragmatic is concerned with...?



- a) Autocommunication  
c) Relations between signs and their users
- (ix) Agenda setting occurs through a cognitive process known as  
a) Accessibility  
c) Manipulation
- (x) Neo-Marxists emphasize  
a) Cultural Hegemony  
c) Religious Hegemony
- (xi) Which of the following cannot be done through television broadcasting  
a) News  
c) Soap Operas
- (xii) Which of the following is an example of hot medium as envisaged by Marshal McLuhan?  
a) Cartoons  
c) Television
- (xiii) The Westley and McLean Model of communication measures the \_\_\_\_\_ role of the receiver.  
a) Avocacy  
c) Behavioural
- (xiv) "Linear" model of communication means  
a) Absence of Message  
c) Absence of Source
- (xv) "Feedback includes messages sent in response to other messages". Which category of communication model promotes it  
a) Transactional  
c) Interactive
- b) Social Interaction  
d) Relations between signs and their referents
- b) Indoctrination  
d) Disinformation
- b) Class Hegemony  
d) Caste Hegemony
- b) Advertising  
d) Editorials
- b) Newspaper  
d) Radio
- b) Environmental  
d) Gatekeeping
- b) Absence of Noise  
d) Absence of Feedback
- b) Linear  
d) None of these

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain corporatisation and politicisation of media. (3)
3. 'Is there privacy in an information age?' Express your views on this. (3)
4. What is the significance of social responsibility theory? (3)
5. Summarise the concept of media hegemony. (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. Enumerate the three levels of problems in the communication process as identified by Shannon and Weaver. (5)

OR

- What did Marshall McLuhan meant by "Medium is the Message". (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. Media is a part of the cultural industries. How are cultural industries different from creative (5)



industries, and how can we study the changes they are undergoing as a result of digitalization and the rise of the global communication giants?

OR

(5)

10. "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)

OR

"Newcomb's triangular model basically represents linear mass communication model" – Explain with reasons.

(5)

11. Explain the concept of culture in media studies.

OR

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)

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

(5)

OR

(5)

Does communication always correspond to the mass? Argue.

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