**GENERAL ELECTIVE**

**SEMESTER III**

**Paper 3: Media And Communication Skills**

**UNIT I**

**Introduction to Mass Communication**

a. Mass Communication and Globalization

b.Forms of Mass Communication

**UNIT II**

**Media**

a. Print Media: Journalistic report writing

b. Electronic media: Introduction to Cyber Media

**UNIT III**

**Advertisement**

a. Types of Advertisement , Advertising Ethics

b. How to create advertisements/storyboards

**Short Answer Questions**

1. Write a note on print media.
2. What is storyboard in advertising?
3. Define cyber media.
4. What is mass society? Does it reflect mass culture?
5. Give your views on the need for ethics in advertising.
6. Advertising is commercial communication – Do you support this view? Discuss with

examples.

**Objective Questions**

1. In mass communication, messages are:
   1. Permanent
   2. Personal
   3. Interchangeable
   4. Fleeting

Ans D

1. TV, radio, internet are examples of:
2. Social Media
3. Electronic Media
4. Mass Media
5. Cyber Media

ANS B

1. Mass communication directs messages towards an audience that is:
2. large, heterogeneous and anonymous
3. large, homogeneous and anonymous
4. large, heterogeneous and known
5. small, heterogeneous and anonymous

ANS A

1. Which among the following is/are a feature of advertisement?

a. Mass Reach

b. Economy

c. Impersonality

d. All of the above

ANS D

1. Which of the following theories stress that mass media in a society is controlled by the state power?
2. Normative
3. Authoritarian
4. Libertarian
5. Social Responsibility

ANS B

1. Media prioritizes stories and issues that are important enough to receive public attention and which are not as it acts as a \_\_\_\_\_\_\_\_.
2. watchdog
3. gatekeeper
4. entertainers
5. all the above

ANS B

1. Which of the following is NOT one of the primary functions of mass communication?

a. Surveillance

b. Correlation

c. Entertainment

d. Immunization

ANS D

1. Which of the following is /are called as ‘fourth estate’?

a Print media

b Electronic media

c Visual media

d All the above

ANS D

1. What is storyboard in advertising?
2. Plot
3. Pre Visualisation Sequence
4. Script
5. Drawings

ANS B

1. \_\_\_\_\_\_\_\_\_ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.

a. Direct advertising.

b. Indirect advertising.

c. Instant advertising.

d. Mixed response advertising.

ANS A

1. Mass media place a crucial role in forming and reflecting

a. Public opinion

b. Societies image

c .Self image

d. Journalistic idea

ANS A

1. Mass culture is referred to as

a. Popular culture

b. Social media culture

c. Cultural imperialism

d. Underground Culture

ANS A

1. According to William Stephenson mass media serves the basic purpose of providing

entertainment, escape and release this theory was called

a. Learning theory

b. Play theory

c. Reinforcement theory

d. Aggressive theory

ANS B

1. Which reporting goes behind the news to bring out the truth

a. Sensational

b. Interpretative

c. Investigative

d. Crime

ANS C

1. Which was the first newspaper in India

a. Bengal Gazette

b. Calcutta journal

c. Samachar Darpan

d. Times of India

ANS A

1. who set up the Free Press of India
2. S.Sadanand 1930

b. Bal Gangadhar Tilak 1932

c. B V Karant 1948

d. James Augustus Hickey 1948

ANS A

1. The term media comes from the Latin

a. mode

b. middle

c. communis

d. communico

ANS B

1. What is the amalgamation and rapid unification between countries identified as?
2. Globalisation
3. Liberalisation
4. Socialisation
5. Privatisation

ANS A

1. \_\_\_\_\_\_\_\_ organization certifies the circulation of newspapers.

a. ABC

b. UNI

c. DAVP

d. None of these

ANS A

1. The methodology with which the advertisers achieve their advertising objective is known as \_\_\_\_\_\_\_\_\_\_.

a. Advertising Effect

b. Advertising Campaign

c. Advertising Initiative

d. Pre visualisation

ANS B

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**Long Answer Questions**

1. What are the Features or Characteristics of Mass Communication?
2. What is electronic media? Describe the different forms of electronic media.
3. Define advertisement. What are the various types of Advertisement?
4. Discuss the relationship between newspapers and advertisements.