

Type: MCQ

Q1. In ----, subordinate or oppositional forces are excluded not because of the class background of journalists, but because the news production system is controlled by, paid for and centered on vested interests (1)

1. Bias
2. Institutional Bias
3. System Bias
4. Production Bias

Q2. --- arguments offer valuable reminders of the potential of media content to upset, offend or cause specific type of harm

1. Anti- Censorship
2. No censorship
3. Pro Censorship
4. Semi Censorship

Q3. In 1999, USA media partially blamed the content of the computer game --- for the columbine school shootings of 1999 (4)

1. GTA
2. Mario
3. DOOM 2
4. Mortal Kombat

Q4. Writing in the 1960's, ---- discusses a model for his vision the development of the eighteenth and early

nineteenth century bourgeois public sphere in Europe (4)

1. Batistuta
2. Klopp
3. Habermas
4. McLuhan

Q5. The notions of national belonging, community and prides relates to --- than natural affinity (4)

1. Interventions
2. Conformity
3. Cultural conventions
4. Technologies

Q6. Ernest Geller argues that ---- is not the awakening of nations to self-consciousness, it invents nations where they do not exist (3)

1. Nationalism
2. Pluralism
3. Neutralism
4. Marxism

Q7. --- fragments the general public that is still constituted in today's four national UK television channels into particular taste publics whom advertisers are increasingly keen to target (3)

1. Regular Programming
2. Technical Programming

3. Generic Programming

4. Education Programming

Q8. According to Scannell, ---- destroys the principle of equality of access for all entertainment, information and cultural resources. (1)

1. Information Programming

2. Fashion Programming

3. Elite Programming

4. Generic Programming

Q9. ---- have probably been more frequently represented in mass media than lesbians and other sexual minorities with a number of entertainment mediums surrounding them however their depictions of intimacy remains rare (2)

1. Transgender

2. Gay men

3. Bisexual

4. Asexual

Q10. According to Alexander Doty and Ben Gove, even if ----- is positioned more centrally, it tends to be focused on a heterosexual point of view. (2)

1. Homosexuality

2. Heterosexuality

3. Causes

4. Challenges

Q11. While niche print media remains a prominent facilitator of community for some identity groupings, the digitalization of television and radio alongside the development of internet has drastically ---- the range of specialist media on offer to contemporary channels (2)

1. Decreased

2. Indifferent

3. Remained neutral

4. Increased

Q12. For --- the extent of the media saturation of our lives by this barrage of media messages suggests that there is no longer any distinction between such representations and society itself (1)

1. Postman

2. Baudrillard

3. Gruing

4. Galtung Ruge

Q13. In the first phase of media saturation, Baudrillard identifies --- acting as a means to faithfully represent real facets of the world (2)

1. Post

2. Newspapers

3. Social Media

4. Signs

Q.14 Celebrities are the ultimate media creation and as a result, embody the notion of --- (1)

1. Simulacra
2. Medium
3. Arrogance
4. Amplitude

Q15. --- are narrow and limited relationships that lack intensity or commitment and are often confined to a particular sphere of interest/ commonality or a single site of interaction (2)

1. Family
2. Culture
3. Weak Ties
4. Personal Space

Q16. ----- is the inclusion of one or a small number of people from a minority or marginalized group in an organization, event or a cultural text in order to appear inclusive (2)

1. Saturation
2. Asynchronous Communication
3. Tokenism
4. Organizational Behavior

Q17. ----- is the communication that takes place in real time (3)

1. 24/7 Communication
2. Real Communication
3. Real Time Media
4. Synchronous Communication

Q18. ----- is an approach to semiological analysis centered on developing an understanding of the relationship between different elements of a text in the construction of meaning (4)

1. Syntagmatic analysis
2. Antagmatic analysis
3. Pragmatic Analysis
4. Antagonist Analysis

Q19. The expansion of media corporations- via mergers or takeovers- up and down the different stages of production and distribution is called as --- (2)

1. Direct Integration
2. Neutral Integration
3. Horizontal Integration
4. Vertical Integration

Q.20 ---- is often regarded as constrainers or shapers of individual lives and identities (1)

1. Containers
2. Structures
3. Identifiables

4. Media Integration