



ஸ்ரீ-ல-ஸ்ரீ காசிவாசி சுவாமிநாத சுவாமிகள் கலைக் கல்லூரி
தீருப்பனந்தாள் - 612504

S.K.S.S ARTS COLLEGE, THIRUPPANANDAL - 612504



QUESTION BANK

Title of the Paper

**COMMUNICATION STUDIES AND MASS
MEDIA**

P16ENE2

Course: I M.A (ENG)

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Elective Course – II
Communication Studies and Mass Media

Objectives :

- To introduce learners to different types of communication
- To expose learners to the functions of mass media and mass culture and popular culture
- To make learners understand various aspects of mass media

Unit – I :

Definition of Communication – Verbal and Non-verbal Communication – Elements of Communication – Models of Communication – Barriers to Communication – 7 Cs of Communication

Unit – II :

Differentiation between 'language' (generic) and 'a language' (individual) – Purposes of Language – Persuading, Questioning, Directing, Providing Aesthetic Pleasure, Informing – Context of Communication – Intrapersonal, Interpersonal, Small group, Organization, Academic, Public, Intercultural

Unit –III :

Mass Media – Definition and Classification – Functions – Agenda Setting – Reality Defining and Constructing – Social Control – Distribution of Knowledge – Mass Media Theory – Information Age

Unit – IV :

Mass Culture and Popular Culture – Mass Communication and Social Change – Mass Communication and Culture – Morals and Decency

Unit – V ;

The Rise of Mass Media - Media Diversity and Its Benefits – Types of Mass Media – Print Media – Electronic Media – New Age Media (Mobile, Internet) Media and Its Effects – E-Publishing – Photo Journalism – Blog Writing

Books for Reference :

- Allan and Barbara Pease. *The Definitive Book of Body Language*, New Delhi: Munjal Publishing House, 2005.
- Corner, John, and Jeremy Hawthorn. *Communication Studies: An Introductory Reader*. London: E. Arnold, 1993.
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- J. S. Yadava & Pradeep Mathur. *Issues in Mass Communication: The Basic Concepts*, Kanishka Publishers, Delhi, 2008.
- Kumar, Kewal J. *Mass Communication in India*, New Delhi: Jaico Books, 2013.
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I - M.A ENGLISH

COMMUNICATION STUDIES AND MASS MEDIA

UNIT-I

CHOOSE THE CORRECT ANSWER

1. Three basic types of communications are -----

- A) Verbal ,non-verbal,written
- B) inform, persuade,and promote goodwill
- C) information,expression, motivation
- D) All the above

2.The word communication is derived form the word communicare from _____

- A) A)Greek
- B) B)Latin
- C) C)French
- D) D)German

3.Face –to face communication is _____

- A) non-verbal communication
- B) written
- C) spoken
- D) All the above

4.Non-verbal communication means

- A) body Language
- B) gestures
- C) how we dress (or)act
- D) All the above

5.Letters, e-mails books magazines,the internet (or) via other media are

- A) verbal communication
- B) B)non-verbal communication
- C) C)written communication
- D) D) None of the above

6.phrase means _____ **

- A) a part of a sentence

- B) full sentence
- C) complete sentence
- D) All the above

7. Clarity is best achieved through ----- And fluent sentences.

- A) short and simple
- B) Repition of sentences
- C) Rliable
- D) D) Expansion

8. ----- is the process of assembling the message

- A) Decoding
- B) Encoding
- C) Feed back
- D) Context

9. ----- helps in the process of decision making by providing all the necessary information.

- A) A) Interpretatiion
- B) Oration
- C) Effective leadership
- D) Communication

10. An efficient communication system helps in ----- the subordinates.

- A) motivating
- B) inspiring
- C) Satisfying
- D) All the above

ANSWERS : 1) D, 2) B, 3) C, 4) D, 5) C, 6) A, 7) A, 8) B, 9) D, 10) D.

SHORT QUESTIONS

- 11. What is communication ?
- 12. What is verbal communication ?
- 13. What is informal communication ?
- 14. What is Non-verbal communication ?

15. What are physiological barriers?
16. What are the 7 c's in communication ?
17. What is clarity ?
18. What is conscience ?
19. What is correctness ?
20. What is courteous ?

PARAGRAPH QUESTIONS

21. what are the steps for communication?
22. write the characteristics of non-verbal communication.
23. write the definition of communication .
24. what are the common Barriers to Effective communication ?
25. Describe the importance of communication ?
26. write the characteristics of verbal communication
27. write the types of non-verbal communication
28. Describe written communication?
29. How to improve verbal and non-verbal communication.
30. what are the elements of communication ?

ESSAY QUESTIONS

31. What are the basic process of communication ?
32. write about the types of communication ?
33. why is verbal communication important ?
34. why is non-verbal communication important ?
35. How to improve verbal verbal and Non-verbal communication ?
36. write about the 7 major elements of communication process?
37. what are the types of non-verbal communication ?

38. Give a detailed note on five basic elements of communication cycle ?
39. what are the common barriers to Effective communication ?
40. Explain the 7 c's of Effective communication ?

UNIT-II

CHOOSE THE CORRECT ANSWER

1.The very basic levels of communication can be carried out without the use of -

- A) Language
- B) Purposes
- C) Media
- D) human beings

2. The purpose of Language is to help attain your -----

- A) Need
- B) Desires
- C) Wishes
- D) All the above

3.The great benefit of human communication is to do the right thing

- A) persuade
- B) decrease
- C) fall off
- D) none of the above

4)Creole languages are largely spoken in the Caribbean and _____

- A) tamil
- B) Marathi
- C) European
- D) hindi

5.In Inghlish the nown "Boys" is derived to Jamaican creole as

- A) boyes
- B) boes
- C) bois

D) boydem

6. Girl in English is _____ in Jamaican Creole

- A) garl
- B) gyal
- C) gyel
- D) girl

7. The Persuasive speaker is a leader; the informative speaker is a _____

- A) leader
- B) audience
- C) teacher
- D) Doctor

8. ----- is a vital interpersonal communication skill.

- A) Listening
- B) Persuading
- C) Clarification
- D) None of the above

9. Academic information disseminated in such places as -----,

- A) News Groups
- B) Online course management systems
- C) Research Libraries
- D) All the above

10. Intrapersonal communication is generally defined as being between -----

- A) Two or more individuals
- B) Group of persons
- C) Public
- D) Universal

ANSWERS : 1) A, 2) D, 3) A, 4) D, 5) D, 6) B, 7) C, 8) A, 9) D, 10) A .

SHORT QUESTIONS

11. what is Language ?

12. what is persuasive ?

13. What is questioning ?
14. what is Directing ?
15. what is motivating ?
16. what is public communication ?
17. what is intrapersonal communication ?
18. what are Academic communication ?
19. what is small group of communication ?
20. what is intercultural communication ?

PARAGRAPH QUESTIONS

21. Explain the purpose of Language.
22. why should we ask question ?
23. Explain the importance of Directing.
24. what are the essential elements of Directing ?
25. what is intercultural communication ?
26. Explain the Academic communications.
27. what is public communication ?
28. Explain the benefits of small group communication.
29. How did context develop the communication ?
30. Describe the distinction between aesthetic concepts and non-aesthetic concept.

ESSAY QUESTIONS

31. Describe the importance of Directing in management
32. Explain the distinguishing features of directing in Management

33. what are the essential elements of directing ?
34. write a detailed note on the purpose of Language .
35. Give a detailed note on Academic communication
36. write about Public communication
37. Explain the benefits of small group communication
38. How did context develop the communication ?
39. Differentiate between aesthetic concepts and non-aesthetic concept?
40. Describe the importance of Intrapersonal and Interpersonal communication skills.

UNIT – III

CHOOSE THE CORRECT ANSWER

1. The means of communicating news and information is termed as -----
- A) Written communication
 - B) Oral communication
 - C) Mass Media
 - D) All the above
2. The famous Canadian theorist and media critic Marshall McLuhan said that "Media is the -----"
- A) Public Forum
 - B) Message
 - C) people's parliament
 - D) The power of constructive
3. The beginning of human communication is -----
- A) not vocalization (or) gestures
 - B) Cave paintings
 - C) Drawn maps and writing
 - D) All the above
4. ----- is said to have been developed by the Persian Emperor Cyrus the Great.

- A) The Postal system
- B) Media
- C) electronic system
- D) Communication

5. The old Testament makes mention of this system: Ahasuerus, king of Medes, used ----- for communication his decisions.

- A) Tax system
- B) Postal system
- C) drawn maps and writing
- D) Couriers

6. The term media is traced back to its first use as such by Canadian communications theorist -----

- A) Ahasuerus
- B) Cyrus
- C) Marshall McLuhan
- D) J. Schmidt

7. The first transatlantic two-way radio broadcast occurred in -----

- A) 1905
- B) 1906
- C) 1907
- D) 1908

8. Who among the following published first newspaper in India?

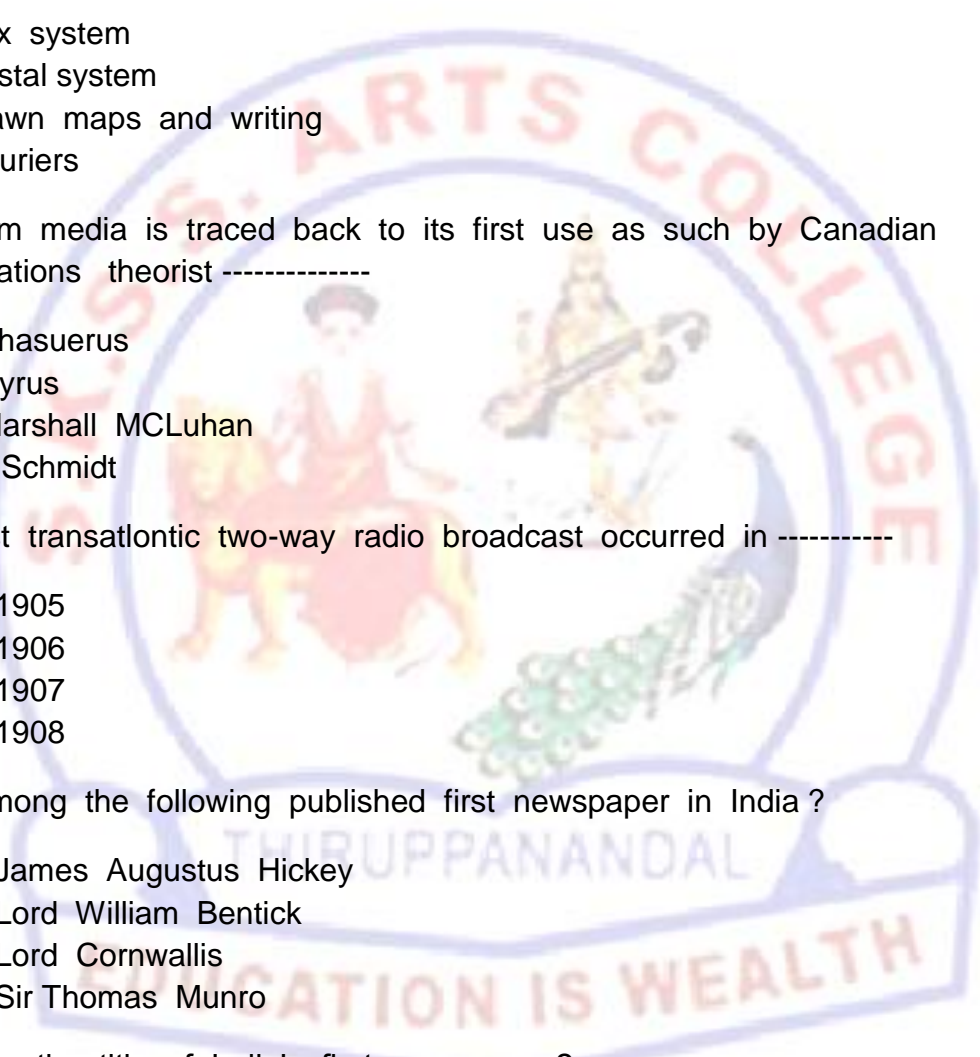
- A) James Augustus Hickey
- B) Lord William Bentick
- C) Lord Cornwallis
- D) Sir Thomas Munro

9. What was the title of India's first newspaper?

- A) Punjab Mirror
- B) The Bengal Gazette
- C) Azad Hind
- D) Enlighten India

10. Who were the first Europeans, brought a printing press to India?

- A) French



- B) Dutch
- C) English
- D) Portugese

ANSWERS : 1)C, 2) B, 3) D, 4) A, 5)D, 6) C, 7) B, 8) A, 9) B, 10) D.

SHORT QUESTIONS

11. what is Mass Media ?
12. what is Advertising ?
13. what is Public Media ?
14. what is electronic Media ?
15. what is Agenda ?
16. what is New Media Age ?
17. Explain the distributed knowledge .
18. How does Media construct Reality ?
19. In which way does Media give values to society ?
20. Explain the Leakage in Media ?

PARAGRAPH QUESTIONS

21. Explain the importance of Mass Media .
22. Define Broadcasting Media .
23. Explain the theory of Agenda
24. Explain the social responsibility in Media .
25. Describe the development of communication theory.
26. Explain the industrial Revolution.
27. How did Media classify ?

28. How does society control the Media ?
29. Describe the Libertarianism (or) Free Press Theory.
30. Explain the communist Theory .

ESSAY QUESTIONS

31. Define classification and social control in Media .
32. Trace the impact of the Mass Media.
33. Give a detailed account on The Influence of the Media in an Individual Life .
34. write a note on the Effects of Media on socio-economic dimensions.
35. Explain the influence of media on violence.
36. write the comparison and contrast of social media and traditional media.
37. Describe the significance of MassMedia in the quest to spread awareness.
38. How does the Media benefits society ?
39. what are the effects of Media on Public relations ?
40. Describe MassMedia Theories : Headlines, special news features, discussions, expert opinions .

UNIT – IV

CHOOSE THE CORRECT ANSWER

1. Media Culture is associated with consumerism, is called -----
 - A) Popular culture
 - B) Media culture
 - C) Consumer Culture
 - D) Mass Culture
2. Media Culture increasingly influences other institutions are -----

- A) Politics
- B) Religion
- C) Sports
- D) All the above.

3.----- made an important distinction between reality and perception that of pop culture .

- A) MacDonald
- B) Lippmann
- C) Luhan
- D) E.B.Taylor

4. Mass communication has moved from theories such as the -----as computer mediated communication.

- A) Bullet theory
- B) Magic theory
- C) Hypodermic Needle model
- D) Media theory

5. Heterogeneous audience means

- A) Different Cultures
- B) Different Behaviors
- C) Different belief systems
- D) All the above

6. ----- is the collection, verification, presentation, and editing of news.

- A) Advertising
- B) Broadcasting
- C) Journalism
- D) Booklets

7. The Ethics of ----- is one of the most well-defined branches of media ethics .

- A) Broad casting
- B) Advertising
- C) Media Culture
- D) Journalism

8. ----- Can be defined in numerous ways, in the words of anthropologist E.B.Taylor.

- A) Culture
- B) Media
- C) Society
- D) Booklets

9. The word Morals come from the Latin -----

- A) Morales
- B) Moralis
- C) Moralees
- D) Morals

10. Morality as it relates to our behavior is important on three levels , in these lines defined by -----

- A) E.B.Tylor
- B) Luhan
- C) Lippmann
- D) C.S.Lewis

ANSWERS: -1) C, 2) D, 3) B, 4)C, 5) D, 6)C, 7) D, 8)A, 9) B, 10) D.

SHORT QUESTIONS

- 11. what is Mass Media ?
- 12. Define the term Popular Culture.
- 13. what is pop culture ?
- 14. How does communication develop social changes ?
- 15. what is media ethics?
- 16. what is ethic of Journalism ?
- 17. what is Mass Communication ?
- 18. What is Morality ?
- 19. what is ethics of Journalist ?
- 20. Define MassCulture.

PARAGRAPH QUESTIONS

21. What is influence of Massmedia ?
22. Explain Ethics of Journalism.
23. How does ethics entertain media ?
24. How does mass communication affect culture ?
25. How did communication brings social changes ?
26. Explain the Areas of Media ethics.
27. Define Morals and Decency .
28. Define ethics of entertainment media.
29. Explain media culture.
30. Define morality and our conscience.

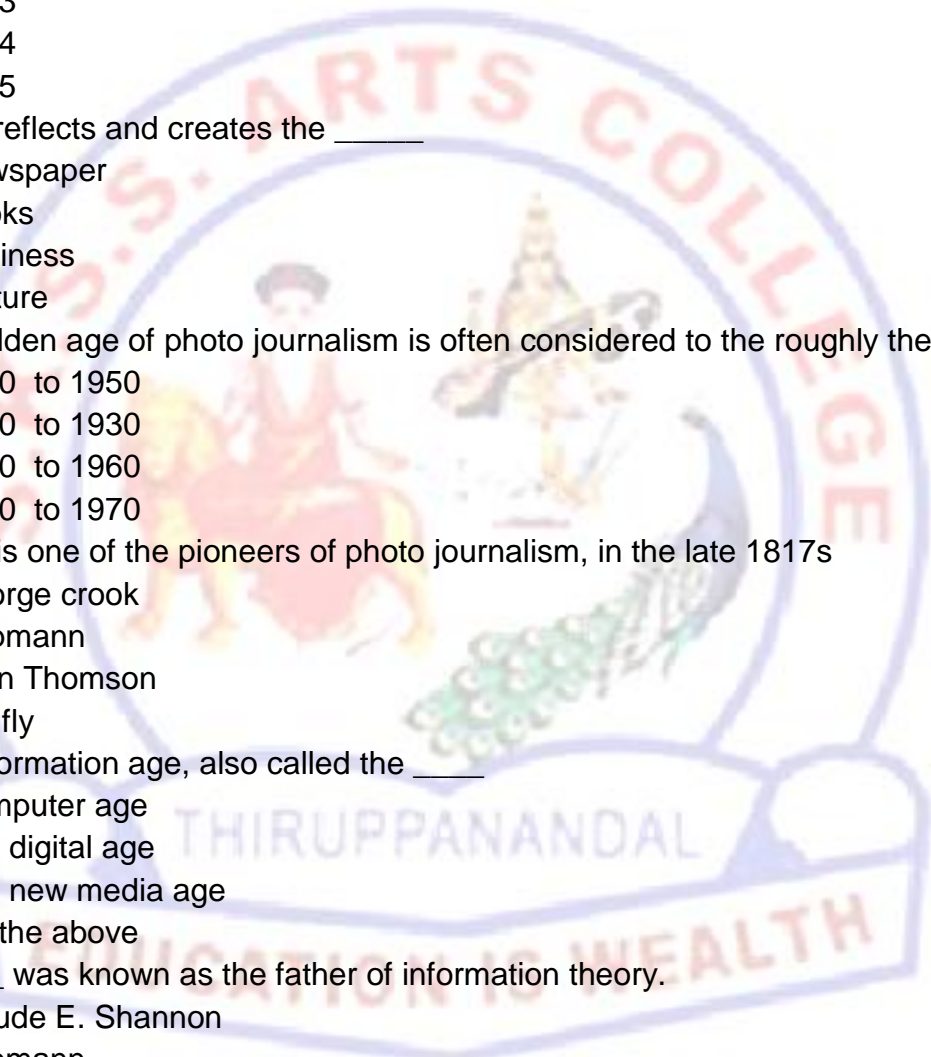
ESSAY QUESTIONS

1. Describe mass and popular culture.
2. Explain mass communication and social changes.
3. How does mass communication affect culture?
4. Give a detailed account on ethics of journalism.
5. Write a note on ethics of entertainment media.
6. Discuss the value and important of pop culture in society.
7. How has internet affected popular culture?
8. Explain the areas of media ethics.
9. Discuss moral and decency.
10. Discuss morality and our conscience.

Unit – v

Choose the correct answer

1. New Media most commonly refers to the -----
 - A) TV
 - B) The Press
 - C) Cinema
 - D) Internet

2. The -----media is the oldest form of mass media.
 - A) Information
 - B) Entertainment
 - C) Internet
 - D) Publishing
 3. When was internet invented
 - A) 1982
 - B) 1983
 - C) 1984
 - D) 1985
 4. Media reflects and creates the _____
 - A) Newspaper
 - B) Books
 - C) Business
 - D) Culture
 5. The golden age of photo journalism is often considered to be roughly the _____
 - A) 1930 to 1950
 - B) 1920 to 1930
 - C) 1950 to 1960
 - D) 1960 to 1970
 6. _____ is one of the pioneers of photo journalism, in the late 1870s
 - A) George Crook
 - B) Lippmann
 - C) John Thomson
 - D) C.S. Fly
 7. The information age, also called the _____
 - A) Computer age
 - B) The digital age
 - C) The new media age
 - D) All the above
 8. _____ was known as the father of information theory.
 - A) Claude E. Shannon
 - B) Lippmann
 - C) C.S. Fly
 - D) George Crook
 9. _____ is short for electronic publishing
 - A) Broadcasting
 - B) E-publishing
 - C) Advertising
 - D) Printing
- 

10. _____ is a regular record of our thoughts, opinions and experiences that you put on the internet
- A) Computer
 - B) Printing
 - C) Blog
 - D) magazine

Short questions

1. What is cyber culture?
2. How does digital data control by software?
3. Explain the convention of software.
4. Explain the print media.
5. What is pamphlets?
6. What is broadcasting media?
7. What is magazine?
8. What is blog?
9. What is e- publishing?
10. What is new age media?

Paragraph questions

1. Explain the new media.
2. Describe the concept of pluralism.
3. Explain the concentration of media content.
4. Explain the characteristic of print media.
5. Describe the role of news paper.
6. Explain the recent development in newspaper.
7. What are the special interests in magazine?
8. Describe the industrial revolution in media.
9. Explain the origin of photography.
10. What are the verities of print media?

Essay questions

1. Explain the role and influence of mass media.
2. Explain the development of newspaper.
3. Give a detailed note on the new media.
4. Bring out the concept of pluralism.
5. Write a note on the role of print media in development of communication.
6. Explain the types of mass media.

7. Explain the role and influence of mass media.
8. Explain the origin of photography.
9. Describe the industrial revolution in media
10. Describe the other print media.

