

Today paper MCM5112015

Today Mid Term #MCM511

Objective:

1-22 (neutral with 2 or 3 Difficult one)

Subjective:

Q23: definitions of Civic Journalism by Gardner. (is tarah ka name tha) 3

Q24: Discuss MainStreaming. 3

Q25: What is tradic Causal reciprocal? 3

Q26: view Points of Opposition to Elite-Pluralism. 5

Q27: social Construction Of Reality and Cultivation. 5

Westley-MacLean model differs from the Shannon-Weaver model in what sense?

Feedback

Gate keeping

Feedback and gate keeping

Feedback and criticism

Video games, virtual reality and cd-roms are examples of which of the following types of media?

Telematic/ new media

Mass media

Electronic media

Print media

Which of the following is NOT correct about mass communication

Mass media is the tool used for mass communication

Process of mass communication is synonymous with the mass media.

Mass communication is sharing information at mass level.

It is not possible without the use of mass media.

The Chicago School opposed the notion of:

Free marketplace of ideas

Free marketplace of automobiles

Free marketplace of consumer goods

Free marketplace of Hi-tech

_____ is a movement to steer journalism towards reinvigorating public life, which many see as excluding ordinary citizens and devaluing the need to inform them.

Radio journalism
Civic journalism
Yellow journalism
Free press

Many critics consider _____ an updated version of authoritarian theory.

Social responsibility theory
Libertarian theory
Development media theory
Democratic participant theory

_____ defied the Pope Paul IV and used the printing press to spread
Reformation literature to the masses

Marshal McLuhan
Martin Luther
Ferdinand Tonnies
Emile Durkheim

The concept of four kinds of theories i.e. social scientific theory, normative theory,
everyday theory and operational theory was given by which of the following
communication scholar?

Dennis McQuail
Wilber Schramm
Claude Shannon
Albert Einstein

Which of the following approach was preferred by Lazarsfeld to theory
construction?

Inductive approach
Deductive approach
Casual approach
Indirect approach

_____ propounds that media have minimal effects because those
effects are mitigated by a variety of mediating or intervening variables.

Social Categories Theory
Limited Effects Theory
Media dependency Theory
Indirect Effects Theory

All of the following are the assumptions of Elite Pluralism, except:

Media have little ability to directly influence people.
Media alone cannot alter politics.
Media, in the name of stability, should not reinforce political party loyalties
Media shouldn't be expected to lead public opinion but rather reinforce it.

_____ **assumes that every one must be well informed and politically active.**

Classical democratic theory
Political economic theory
Spiral of silence theory
Klapper's Phenomenistic Theory

All of the following are a part of five innovation-adoption categories proposed by communication scholar Everett Rogers, EXCEPT

Innovators
Late comers
Early majority
Laggards

Which of the following is the process by which an innovation is communicated through certain channels over time among the members of social system?

Diffusion
Induction
Osmosis
Feedback

_____ **is the direct, mechanical reproduction of behavior**

Imitation
Framing
Identification

Agenda setting

Which of the following term is also used for catharsis

Kindness

Sublimation

Sympathy

Support

Which of the following includes the concepts of motivation and evaluation?

Symbolizing capacity

Self-regulatory capacity

Self-reflective capacity

Vicarious capacity

Seeing a model punished from a behavior is sufficient to reduce the likelihood that the observer will make that behavior. This is the _____ effect of modeling

Inhibitory

Disinhibitory

Positive

Negative

Which of the following approach was preferred by Lazarsfeld to theory construction?

a) Inductive approach

b) Deductive approach

c) Casual approach

d) Indirect approach

Today My Paper McM401 Midterm

Date: 26 December 2015, 10:30 to 11:30

Total Question: 27

Three question in three marks

Two question in five marks

Mcqs: 23

Some Mcqs

----- developed out of the work of Karl Marx and the critical, theorists and feminists.

-Positivistic Perspective

-Critical Perspective

-Interpretive Perspective

- Priming Effect

Q2 -----are a theoretical and simplified representation of the real world.

-Paradigm

-Model

-Normative Theory

-Theory

Q3 Some models claim only to describe the structure of a phenomenon.

-Functional Models

-Structural Models

-Transactional Models

Q4 ----- transactional models separates communication into there distinct process message formulation, message interpretation, message exchange:

-OTA Transactional Model

-Interactive Model

- Shannon-Weaver Model

Q5 Models are based on the principal of stimulus-response Psychology, in which a receive is effected (response) by a message (stimulus) from a communication source.

-Interactive Models

-Westley-Maclean Model

-Linear Models

-OTA Transactional

Q6 Modern cities as "Great Communities" comprising hundreds of small social group- everything from neighborhood social organization to citywide associations:

-Normative theory

-Propaganda theories

-Chicago school

Long questions

Q1 Klapper's Phenomenistic theory 3 Marks

Q2 Adoption of system models by Mass Communication ? Marks 3

Q3 Yaad nahi raha 3 Marks

Q4 Discuss Abstract Modeling ? 5 Marks

Q5 Priming Effect 5 Marrks

Today my papers

7/2/2012

Total question was 64

MCQs was 57

1. What is denotative and connotative meaning?

2. Relevance of political economics theory in today times

3. What is fear of isolation?

4. What is Media actual system and content?

Question 5 marks

1. What is consider a part if intrapersonal?

2. According to spiral of sciences three caveats explain.

3. Murdock's theory shape of actives of media people, discuss

4. Development media theory discuss

- 2012 at 11:00pm
 Libertarian theory supports the idea of free press what draw backs do you see in the proposal?(5)
 In common usage hegemony means domination of another Marxists use there in a different manner rule is based on overt power and at time on coercion but hegemony is subtler and more pervasive. Discuss(5)
 According to Melvin deflower and sundry ball the basis of media influence lays in relationship between the longer social systems the media role in the system and audience relationship to the media .discuss (5)
 Explain the concept of farming in your words .(5)
 What tw neo-marxist approaches to media studies are franakfurt school and the media. Hegemony theory discuss them in detail.(3)
 Discuss the findings of knowledge gap survey by tichenor Donohue and olien in 1986.(3)
 According to some cognitive, human beings are not so much information handlers as information avoiders explain withexamples.(3)
- 11:25pm
 MCM511 VU Midterm Current Papers Spring 2012 of Virtual University of Pakistan [May 2012]
 1. Hutchins commission it emphasized the need for an independent press that scrutinizes other social institutions and provides objective, accurate, news reports. Discuss 3 marks
 .
 2. Factionalist approach discuss with the media example 3 marks
 .
 3. Carl Hovland to study the claim of mass society theory, he experimented on the soldiers with assumption. Discuss marks 5
 .
 4. Resonance occurs when real world support the distorted image of realty shown on television discuss marks 3
 .
 5. Social construction of reality and cultivation discuss

Midterm papers

Papers of mcm511 theory of communication

Today papers 26/nov/ 2011

Total question 27

Mcq 22

9Mcq: come form book and last 5 lectures no mcq content conceptual bases

1. Hutchins commission it emphasized the need for an independent press that scrutinizes other social institutions and provides objective, accurate, news reports. Discuss **3 marks**
2. Factionalist approach discuss with the media example **3 marks**
3. Carl Hovland to study the claim of mass society theory, he experimented on the soldiers with assumption. Discuss **marks 5**
4. Resonance occurs when real world support the distorted image of realty shown on television discuss **marks 3**

5. Social construction of reality and cultivation discuss marks 5

Papers was form handout of vu mcm511 theory of mass communication and koe conceptual base par nahe tha so prepare papers form book jasy aap tread ional study main book ko yaad kar k karty thay. And 22 lecture ko achi tara prepare karye

Define Behaviorism. 3 marks

Define mainstreaming. 3 marks

Define Laggard. 3marks

Elite Pluralism was opposed, what were the points of oppositions? 5 marks

Define and explain Systems theory by Mass communication theorists? 5 marks