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MSc Mass Communication
SPRING 2016

- 1 Which of the following statements is correct about the online media?
 - ☐ It is not a user friendly medium
 - ☐ It is not capable of competition with traditional media
 - ✓ Sometimes credibility of the source remain questionable
 - ☐ It is trying hard for its acceptance among masses

- 2 The first feature film in Tamil, also the first in entire south India, Keechakavatham , was directed by
 - ☐ DadaSaheb Phalke
 - ✓ Nataraja Mudaliar
 - ☐ Keechaka Vadham
 - ☐ Raja Harischandra

- 3 In _____ the Persian weekly Jam-e-Jahan Numa was first time published in Urdu
 - ✓ 1822
 - ☐ 1833
 - ☐ 1844
 - ☐ 1855

- 4 By 1929, the film-making firms that were to rule and monopolize Hollywood for the next half-century were the giants or the majors. Sometimes dubbed as:
 - ✓ The Big five
 - ☐ The Big Six
 - ☐ The Big Eight
 - ☐ The Big Ten

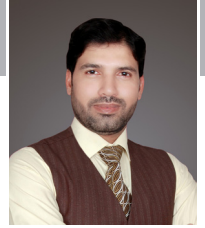
- 5 The first film in Southern India was made in _____ by Nataraja Mudaliar Keecha Vadham
 - ☐ 1926
 - ☐ 1936
 - ✓ 1916
 - ☐ 1946

- 6 Which nation started making inked impressions from carved block shortly after 175 A.D?
 - ✓ Chinese
 - ☐ Japanese
 - ☐ Russians
 - ☐ Romans



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- 7 The easy access of children to the indecent material on the internet is considered as which one of the following?
- ☒ Media Panic
 - ☒ Internet Panic
 - ☒ Ethical Panic
 - ✓ Moral Panic
- 8 The term gained popular currency in the mid 1990s as part of a marketing pitch for the proliferation of interactive educational and entertainment CD-ROMs.
- ☒ Advance Media
 - ☒ Old Media
 - ✓ New Media
 - ☒ Fair Media
- 9 is by omission and misuse of language.
- ✓ Censorship
 - ☒ Journalism
 - ☒ Regulation
 - ☒ Communication
- 10 PAL is an abbreviation of:
- ✓ Phase Alternating Line
 - ☒ Part Alternating Line
 - ☒ Point Alternating Line
 - ☒ Period Alternating Line
- 11 Which of the following mass media allows a single person to manage and control mass communication without having an organizational structure?
- ☒ Newspapers
 - ☒ Radio
 - ☒ Television
 - ✓ Online Media
- 12 _____ is the First Indian film made with complete sound by Ardeshir Irani
- ✓ Alam Ara
 - ☒ Malangi
 - ☒ Aanarkali
 - ☒ Raja Haresh Chandra
- 13 After partition _____ became the third biggest film center in sub-continent
- ☒ Bombay
 - ✓ Lahore
 - ☒ Calcutta
 - ☒ Karachi



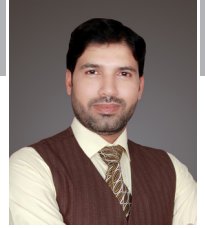
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- 14 The first daily newspaper of sub continent was
- ☒ Kohinoor
 - ✓ Urdu Guide
 - ☒ Zamindar
 - ☒ Bombay Gazette
- 15 The inventor of Television, a device responsible for receiving voice as well as images, was of Scotland.
- ☒ Maxwell
 - ✓ John Logie Baird
 - ☒ Marshal Mcluhan
 - ☒ Guglielmo Marconi
- 16 The Chinese had started making inked impressions from carved blocks shortly after 175 A.D., when they first developed
- ✓ Paper
 - ☒ Polythene
 - ☒ Plastic
 - ☒ Ink
- 17 The world's first radio news programme was broadcast on by station 8MK in Detroit, Michigan.
- ✓ August 31st 1920
 - ☒ August 31st 1928
 - ☒ August 31st 1925
 - ☒ August 31st 1922
- 18 When was first french newspaper founded?
- ☒ In 1621
 - ✓ In 1631
 - ☒ In 1641
 - ☒ In 1651
- 19 _____ Was the first silent features film made in subcontinent
- ☒ Raja Pradnesh
 - ✓ Raja Harishchandra
 - ☒ Raja Prabhakar
 - ☒ Raja Hirtik



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- 20 Identify the first newspaper of Australia out of the following options:
- ☒ Australia Gazette
 - ☒ Melbourne Gazette
 - ☒ Venus Gazette
 - ✓ Sydney Gazette
- 21 In the silent Indian cinema began to talk, sing and dance.
- ☒ Early forties
 - ☒ Early twenties
 - ✓ Early thirties
 - ☒ Early fifties
- 22 _____ Is the peep show device made by Thomas Edison to exhibit his moving pictures
- ☒ Kinetograph
 - ✓ Kinetoscope
 - ☒ Vitagraph
 - ☒ Telegraph
- 23 ----- was the first daily newspaper started by Maulvi Kabeeruddin from Kolkata in 1858.
- ☒ Persian Guide
 - ✓ Urdu Guide
 - ☒ English Guide
 - ☒ Pashto Guide
- 24 All of the following can be considered as a part of new media, except:
- ☒ Blogs
 - ☒ CD-ROMs
 - ✓ Analogue technology
 - ☒ Video games
- 25 The elements of communication are:
- ✓ People, messages, channels, noise, context, feedback, and effect
 - ☒ Place, context, sender, receiver
 - ☒ People, messages, place, feedback, and effect
 - ☒ None of the given options
- 26 Historians believe that the label-----was derived from the cartoon character Yellow Kid symbolizing the newspapers' mindless intellectual level.
- ☒ Black Journalism
 - ✓ Yellow Journalism
 - ☒ White Journalism
 - ☒ Pink Journalism



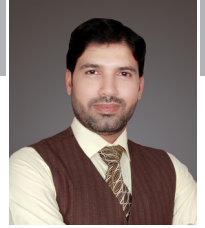
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- 27 ----- refers to forms of human and media communication that have been transformed by the creative use of technology to fulfill the basic social need to interact and transact.
- ✓ New Media
 - ☐ Advance Media
 - ☐ Old Media
 - ☐ None of the given options
- 28 The Hickey's Bengal Gazette or the Calcutta General Advertiser was started by James Augustus Hickey in -----.
- ☐ 1788
 - ☐ 1783
 - ✓ 1780
 - ☐ 1785
- 29 ----- got huge popularity in the era of Great Depression 1930s.
- ☐ Internet
 - ✓ Radio
 - ☐ TV
 - ☐ VCR
- 30 All of the following are the characteristics of modern newspapers, except:
- ☐ Produced by a mechanical printing process.
 - ✓ Published at least monthly.
 - ☐ Available (for a price), to people of all walks of life.
 - ☐ Prints news of general interest rather than items on specialized topics such as religion or business.
- 31 Which one of the following is NOT the form of online media?
- ✓ Flyer
 - ☐ Flickr
 - ☐ Facebook
 - ☐ Twitter
- 32 The Chinese had started making inked impressions from carved blocks shortly after 175 A.D., when they first developed
- ✓ Paper
 - ☐ Polythene
 - ☐ Plastic
 - ☐ Ink



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- 33 Which of the following statement is correct about the online media?
- ☒ It is not a user friendly medium
 - ☒ It is not capable of competing with traditional media
 - ✓ Sometimes credibility of the source remains questionable
 - ☒ It is trying hard for its acceptance among masses
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 - ☒ CD-ROMs
 - ✓ Analogue technology
 - ☒ Video games



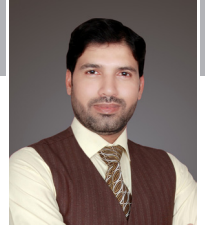
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- 1 Legal drugs can be the subject of smuggling and illegal trading if the price difference between the origin and the destination are high enough to make it, due to high taxes or other restrictions in the destination locale.
 - ✓ Profitable
 - ☐ Non commercial
 - ☐ Unbeneficial
 - ☐ Unprofitable
- 2 Which one of the following is not know as the giant media firm?
 - ☐ Disney
 - ☐ Bertelsmann
 - ☐ Viacom
 - ✓ Non of the given option
- 3 Concentration of media ownership is also known as
 - ☐ Media Development
 - ☐ Media Succession
 - ☐ Media Revolution
 - ✓ Media Consolidation
- 4 Edison exhibited his moving pictures in a peep-show device that he called the -----
 - ☐ Kinetograph
 - ☐ Cinematograph
 - ✓ Kinetoscope
 - ☐ Nickelodeon
- 5 Which of the following is the largest media corporation in the World formed in 1989?
 - ☐ Sony
 - ✓ Time Warner
 - ☐ Seagram
 - ☐ News Corporation
- 6 The is a non-profit, non-governmental organization made up of 76 national newspaper associations, 12 news agencies, 10 regional press organizations and individual newspaper executives in 100 countries.
 - ☐ World Association of Magazines
 - ☐ World Association of Weeklies
 - ✓ World Association of Newspapers
 - ☐ World Association of Periodicals



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- 7 Fairness and Accuracy in Reporting (FAIR) is a media watching of the following country?
- ✓ USA
 - ☒ Britain
 - ☒ Russia
 - ☒ Pakistan
- 8 In the 1960s women's right again became an important issue in the United States and the movement was called
- ✓ Women's liberation
 - ☒ Men's liberation
 - ☒ Liberation movement
 - ☒ Freedom movement
- 9 is being used a major tool glamorizing violence and criminal behaviors and is presenting guns as accessories that add glamour and style to your personality
- ✓ Advertising
 - ☒ Globalization
 - ☒ Public relations
 - ☒ None of the given options
- 10 Sony's media holdings are concentrated in music (the former CBS records) and film and television production (the former Columbia Pictures), each of which it purchased in 1989.
- ✓ Time Warner's
 - ☒ Viacom's
 - ☒ Sony's
 - ☒ TCI's
- 11 NBC owns ----- television and radio networks and 11 television stations.
- ☒ Italian
 - ☒ Japanese
 - ☒ Chinese
 - ✓ U.S.
- 12 In 1984, the United States withheld its contributions and withdrew from the UNESCO in protest, followed by the United Kingdom in 1985 and ----- in 1986.
- ☒ Malaysia
 - ☒ China
 - ☒ Japan
 - ✓ Singapore



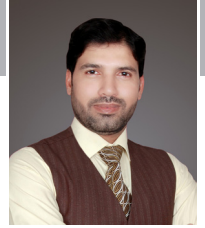
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- 13 The first era of globalization during the ----- was the rapid growth of international trade between the European imperial powers, the European colonies, and the United States.
- ✓ 19th Century
 - ☐ 18th Century
 - ☐ 17th Century
 - ☐ 16th Century
- 14 Since the Persian Gulf War in 1991, there have been additional conflicts and confrontations with Iraq, such as the bombing campaign of 1998, and the recent events amidst the so-called:
- ☐ War on agreement
 - ✓ War on terror
 - ☐ War on peace
 - ☐ War on harmony
- 15 In -----, the United States withheld its contributions and withdrew from the UNESCO in protest, followed by the United Kingdom and Singapore.
- ☐ 1985
 - ✓ 1984
 - ☐ 1981
 - ☐ 1980
- 16 Who among the following said, 'if media moguls control media content and media distribution, then they have a lock on the extent and range of diverse views and information'?
- ☐ George W. Bush, President USA
 - ☐ Ben H. Bagdikian, writer of The Media Monopoly
 - ☐ Phil Donahue, the former host of MSNBC
 - ✓ Chuck Lewis, executive director of the Centre for Public Integrity
- 17 Which one of the following is not known as the giant media firm?
- ☐ Disney
 - ☐ Bertelsmann
 - ☐ Viacom
 - ✓ None of the given options
- 18 NPWs is an abbreviation of:
- ☐ No Participation Websites
 - ☐ No Preparation Websites
 - ☐ No Profit Websites
 - ✓ No Prescription Websites



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- 19 The dramatic story of "-----" was one of the most spectacular human interest stories of the war that revealed the constructed and spectacle nature of the event and the ways that the Pentagon constructed mythologies that were replicated by the TV networks.
- ☐ Saving Confidential Lynch
 - ☐ Saving Classified Lynch
 - ✓ Saving Private Lynch
 - ☐ Saving Personal Lynch
- 20 CBS is an abbreviation of:
- ☐ Calcutta Broadcasting Service
 - ☐ China Broadcasting Service
 - ✓ Columbia Broadcasting Service
 - ☐ Cuba Broadcasting Service
- 21 United States' State Department data estimated that 600,000 to 820,000 men, women, and children are trafficked across international borders each year and among them approximately -----are women and girls.
- ☐ 90 percent
 - ☐ 85 percent
 - ✓ 80 percent
 - ☐ 65 percent
- 22 Yomiuri Shimbun of----- is the biggest newspaper of the world.
- ☐ China
 - ✓ Japan
 - ☐ India
 - ☐ UK
- 23 The early and mid-----saw the launch of several soap-opera dramas aimed at younger audiences that became quick hits.
- ☐ 1920s
 - ☐ 1950s
 - ✓ 1990s
 - ☐ 1910s
- 24 The Tribune Co. belongs to which of the following country?
- ✓ USA
 - ☐ Britain
 - ☐ Australia
 - ☐ Italy



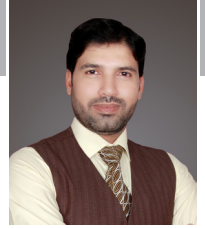
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- 25 Identify which of the following offers to sell controlled substances without a valid prescription?
- ☒ No personal websites
 - ☒ No prescription websites
 - ☒ No private websites
 - ☒ No potential websites
- 26 In 2001, the International Federation of Journalists reported that around the world, 38 per cent of all working journalists are:
- ☒ Political workers
 - ☒ Social workers
 - ☒ Women
 - ☒ Men
- 27 In 1976 UNESCO's Director General ----- was authorized to appoint an International Commission for the Study of Communication Problems.
- ☒ Edison-Armat M' Bow
 - ☒ Amadou-Mahtar M' Bow
 - ☒ Thomas-Armat M' Bow
 - ☒ Tom-Mahtar M' Bow
- 28 Canadian journalist ----- studied newspaper and magazine coverage of three women's lobby groups over a 15-year period and discovered that journalists tend to focus on the domestic aspects of the politically active woman's life rather than her position on the issues.
- ☒ Albert Bandura
 - ☒ Charles Taze
 - ☒ Jenn Goddu
 - ☒ Richard Johnson
- 29 Fairness and Accuracy in Reporting (FAIR), is a media watchdog for which of the following country?
- ☒ U.S.A.
 - ☒ Britain
 - ☒ Russia
 - ☒ Pakistan
- 30 TCI (Tele-Communications Inc.) is ----- than the other firms in the first tier, but its unique position in the media industry has made it a central player in the global media system.
- ☒ Greater
 - ☒ Larger
 - ☒ Smaller
 - ☒ Advanced



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- 31 ----- magazine reported that by the end of 2006, there will be only 8 giant media companies dominating the US media, from which most people will get their news and information.
- ☒ Sister Jones
 - ☒ Brother Jones
 - ✓ Mother Jones
 - ☒ Father Jones
- 32 NPWs were first recognized by the U.S. Justice Department in:
- ✓ 1999
 - ☒ 1998
 - ☒ 1996
 - ☒ 1995
- 33 The ----- states that individuals learn from the media what behaviour will be punished and what behaviour will be rewarded.
- ☒ Huesman's script theory
 - ☒ Berkowitz's priming effect
 - ☒ Lasswell's propaganda model
 - ✓ Albert Bandura's social learning theory
- 34 Which of the following in addition to advanced communication technologies has facilitated human trafficking?
- ☒ Insufficient income
 - ☒ Higher level of education
 - ✓ Porous borders
 - ☒ All of the given options
- 35 During the-----, the United States had imposed military control on the information, which meant that the media portrayal would not have given a complete picture.
- ☒ Kargil war of 1992
 - ☒ Kashmir war of 1948
 - ☒ Indo Pak war of 1971
 - ✓ Gulf War of 1991
- 36 The first tier is rounded out by -----, the largest U.S. cable company that also has U.S. and global media holdings in scores of ventures too numerous to mention.
- ☒ TPI
 - ☒ TSI
 - ✓ TCI
 - ☒ TAI



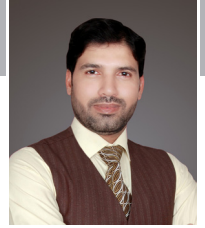
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- 37 Which one of the following newspaper does not belong to Japan?
- ☒ Mainichi
 - ☒ Sankei
 - ☒ Trud
 - ☒ Nikkei
- 38 BBC stands for:
- ☒ British broadcasting corporation
 - ☒ Brazil broadcasting corporation
 - ☒ Bahamas broadcasting corporation
 - ☒ Bangladesh broadcasting corporation
- 39 On ----- the General Assembly of the United Nations adopted and proclaimed the Universal Declaration of Human Rights.
- ☒ December 15, 1948
 - ☒ December 10, 1948
 - ☒ December 8, 1948
 - ☒ December 5, 1948
- 40 Which among the following is NOT the objective of WAN?
- ☒ To defend and promote freedom of press
 - ☒ To ensure economic dependence of the newspapers on the state
 - ☒ To support the development of newspaper publishing around the world
 - ☒ To promote co-operation between its member organizations
- 42 VOA is an abbreviation of:
- ☒ Voice of Africa
 - ☒ Voice of Atlanta
 - ☒ Voice of America
 - ☒ Voice of Australia
- 43 The Center for Defense Information produced a show called
- ☒ Marketing Tomorrow's Weapons
 - ☒ Marketing Yesterday's Weapons
 - ☒ Marketing Today's Weapons
 - ☒ Marketing Weapons
- 44 The term "globalization" was popularized by, a professor at Harvard University.
- ☒ William Cosby
 - ☒ Charles Taze
 - ☒ Theodore Levitt
 - ☒ Richard Johnson



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- 45 Many of the large media company owners are entertainment companies and have i.e. own operations and businesses across various industries, such as distribution networks, toys and clothing manufacture and/or retailing etc
- ☒ Intercommunication
 - ✓ Verticle integration
 - ☒ Media consolidation
 - ☒ Media conservation
- 46 On 2003 the media spectacle of the war against Iraq unfold with a dramatic attempt to "decapitate" the Iraqi regime.
- ☒ March 12
 - ☒ March 15
 - ☒ March 16
 - ✓ March 19
- 47 Human trafficking differs from people's
- ☒ Beating
 - ✓ Smuggling
 - ☒ Gambling
 - ☒ Gaming
- 48 Which of the following is one of the leading electronics and manufacturing firms in the world with nearly \$80 billion in sales?
- ☒ Bertelsmann
 - ☒ TCI
 - ✓ General Electric
 - ☒ Viacom
- 49 Bertelsmann is the one _____ in the first tier of media giants
- ☒ Chinese firm
 - ✓ European firm
 - ☒ Indian Firm
 - ☒ Pakistani firm
- 50 The _____ and Britain primarily have been propagating the idea that Iraq poses an immediate and grave threat to the world before launching a war against it.
- ☒ Italy
 - ✓ United States
 - ☒ Spain
 - ☒ Germany



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- 51 Which of the following is the main international body dedicated to the rights of every child?
- ☒ United Nations Child Fund (UNICEF)
 - ☐ United Nations Children's Fund
 - ☐ United Nations Children's Foundation
 - ☐ United Nations Children's Financer
- 52 _____ Is the increasing interconntedness of people and place as a result of advances in transport, communication and information technologies that cause political, economic and culture convergence.
- ☐ Television
 - ☒ Globlization
 - ☐ Broadcasting
 - ☐ None of the following options
- 53 In the 1960s women's right again became an important issue in the United Staten and the movement was called
- ☒ Women's liberation
 - ☐ Men's liberation
 - ☐ Liberation movement
 - ☐ Freedom movement
- 54 Concentration of media ownership is also known as
- ☐ Media Development
 - ☐ Media Succession
 - ☐ Media Revolution
 - ☒ Media Consolidation
- 55 Newspaper circulation is the number of copies distributed on an average day, also called is one of the principal factors used to set advertising rates.
- ☐ Economic circulation
 - ☐ Journal circulation
 - ☒ Paid circulation
 - ☐ Currency circulation
- 56 Murdoch declared in February 2003 that " will either go down in history as a very great president or he'll crash and burn. I'm optimistic it will be the former by a ratio of 2 to 1".
- ☐ Bill Clinton
 - ☒ George W. Bush
 - ☐ Barrack Obama
 - ☐ George Washington



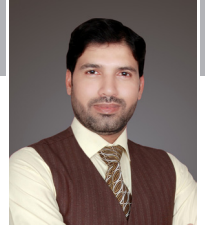
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57 John MacArthur is a publisher of:

- ☒ Readers' Digest
- ✓ Harper's Magazine
- ☒ The Herald
- ☒ The Mag

58 In 2000 the United Nations adopted the Convention against Transnational Organized Crime, also called:

- ☒ Terrorism Convention
- ☒ Crime Convention
- ☒ Military Convention
- ✓ Palermo Convention



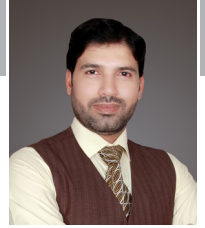
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- 1 In ----- the Persian weekly Jam-e-Jahan Numa was first time published in Urdu.
✓ 1822
- 2 PAL is an abbreviation of:
✓ Phase Alternating Line
- 3 In late 1950s, ----- films moved from black-and-white to colour.
✓ Bollywood
- 6 After partition ----- became the third biggest film center in sub-continent
✓ Lahore
- 7 Which nation started making inked impressions from carved blocks shortly after 175 A.D?
✓ Chinese
- 8 Human trafficking differs from people's
✓ Smuggling
- 9 In 1976 UNESCO's Director General ----- was authorized to appoint an International Commission for the Study of Communication Problems.
✓ Amadou-Mahtar M'Bow
- 10 ----- media holdings are concentrated in music (the former CBS records) and film and television production (the former Columbia Pictures), each of which it purchased in 1989.
✓ Sony
- 11 Many of the large media company owners are entertainment companies and have ----- i.e. own operations and businesses across various industries, such as distribution networks, toys and clothing manufacture and/or retailing etc.
✓ Vertical integration
- 12 Time Warner is a/an:
✓ U.S. Cable System
- 13 Concentration of media ownership is also known as:
✓ Media Consolidation
- 15 Which of the following is the largest media corporation in the world formed in 1989?
✓ Time warner
- 17 Which of the following in addition to advanced communication technologies has facilitated human trafficking?



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8. WMD is an abbreviation of:
 - ✓ Weapons of mass destruction
9. Which of the following had a consistent record of Arab stereotyping and bashing?
 - ✓ Hollywood
11. The ----- and Britain primarily have been propagating the idea that Iraq poses an immediate and grave threat to the world before launching a war against it.
 - ✓ United States
12. In the -----, Michael Powell tried to hand over the airwaves and newspapers to fewer and fewer tycoons by further loosening restrictions on how many media outlets a single company could own.
 - ✓ Spring of 2003
13. ----- is being used a major tool in glamorizing violence and criminal behaviors and is presenting guns as accessories that add glamour and style to your personality.
 - ✓ Advertising
14. Who among the following said, 'if media moguls control media content and media distribution, then they have a lock on the extent and range of diverse views and information'?
 - ✓ Chuck Lewis, executive director of the Centre for Public Integrity
15. Human trafficking differs from people's:
 - ✓ Smuggling
16. On -----, 2003 the media spectacle of the war against Iraq unfolded with a dramatic attempt to "decapitate" the Iraqi regime.
 - ✓ March 19
18. United States' State Department data estimated that 600,000 to 820,000 men, women, and children are trafficked across international borders each year and among them approximately -----are women and girls.
 - ✓ 80 percent
19. Concentration of media ownership is also known as:
 - ✓ Media Consolidation
20. In 2000 the United Nations adopted the Convention against Transnational Organized Crime, also called:
 - ✓ Palermo Convention



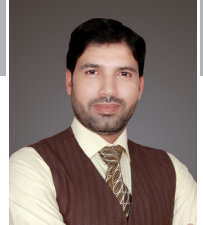
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22. Who among the following defines propaganda as “a consistent, enduring effort to create or shape events to influence the relations of a public to an enterprise, idea, or group”?
- ✓ Bernays
29. _____ (2006) defines the network society as a “social formation with an infrastructure of social and media networks enabling its prime mode of organization at all levels (individual, group/ organizational and societal)”.
- ✓ Jan Van Dijk
45. In ----- Murdoch announced his intentions to form an independent television system which would compete with the three major U.S. television networks i.e. ABC, CBS and NBC.
- ✓ October 1985
49. In 1984, the United States withheld its contributions and withdrew from the UNESCO in protest, followed by the United Kingdom in 1985 and ----- in 1986.
- ✓ Singapore
50. The first era of globalization during the ----- was the rapid growth of international trade between the European imperial powers, the European colonies, and the United States.
- ✓ 19th Century
51. A documentary on- aired on the National Geographic Channel in Britain on _____ titled ‘What’s up with the weather’ noted the levels of carbon dioxide in air.
- ✓ August 9, 2003
52. In sub-Saharan Africa and the Caribbean, women produce up to _____ of the basic foodstuffs.
- ✓ 80%
53. In 2001, people around the world spent almost _____ going to the movies.
- ✓ US\$14 billion
55. _____ is the myth that the individual will be gratified and integrated by consuming.
- ✓ Consumerism
56. Even in the richest country of the world i.e. USA, the poorest are _____ caring for children.
- ✓ Women
59. UNFCCC stands for:
- ✓ United Nations Framework Convention on Climate Change



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60. Which of the following are the two key periods in many women's lives in which the harmful effects of both poverty and inequality can combine?
✓ Motherhood and Old Age
61. Which of the following is the first film of sub-continent?
✓ Raja harish chandar
62. The first feature film in Tamil, also the first in entire South India, Keechakavatham was made during 1916-17, directed by
✓ Nataraja Mudaliar.
63. The world's first radio news programme was broadcast on-----by station 8MK in Detroit, Michigan.
✓ August 31st 1920
64. -----was the third biggest film center in sub-continent - after Bombay and Calcutta - and there were many films under production in 1947.
✓ Lahore



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What is this course all about?

This course will brief you about emerging issues of and about mass media including political, economic, social, technological developments and trends. It will update you about changing scenarios in mass media industry.

What do we mean by media moguls?

Answer: Media moguls or media giants is the term used for big media organizations i.e. movie production houses, TV channels, advertising agencies, news agencies etc.

What is Islamophobia?

Islamophobia is the term that came in vogue after 9/11 World Trade Center attacks. It means the fear or hatred of Islam or Muslims or a desire to limit the civil liberties of Muslims. Islamophobia is a neologism that refers to prejudice or discrimination against Islam or Muslims. In 1997, the British Runnymede Trust defined Islamophobia as the "dread or hatred of Islam and therefore, to the fear and dislike of all Muslims," stating that it also refers to the practice of discriminating against Muslims by excluding them from the economic, social, and public life of the nation. It includes the perception that Islam has no values in common with other cultures, is inferior to the West and is a violent political ideology rather than a religion. Professor Anne Sophie Roald writes that steps were taken toward official acceptance of the term in January 2001 at the "Stockholm International Forum on Combating Intolerance", where Islamophobia was recognized as a form of intolerance alongside Xenophobia and Anti-Semitism.

What do we mean by popular culture?

Popular culture or pop culture is the extent of ideas, perspectives, attitudes, images and other phenomena that are considered preferred per an informal consensus within the mainstream of a given culture. Heavily influenced by mass media (at least from the early 20th century onward) and effected by that culture's vernacular language, this collection of ideas permeates the everyday lives of the society. Popular culture is often viewed as being insignificant and "dumbed-down" in order to find consensual acceptance throughout the mainstream. As a result of this perception, it comes under heavy criticism from various scientific and non-mainstream sources (most notably religious groups and counter-cultural groups) which deem it superficial, consumerist, sensationalist, and corrupted.

How can we differentiate between consumerism and capitalism?

There is a stark difference between capitalism and consumerism. Capitalism is an economic system where the means of producing wealth are privately owned by citizens versus an economic system controlled by the state. Consumerism is the belief that personal happiness can be obtained through the continued purchase of material possessions.

What do we mean by Information society?

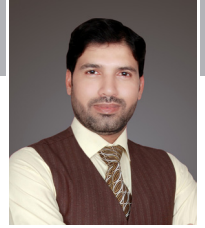
Answer: An information society is a society in which the creation, distribution, diffusion, use, integration and manipulation of information is a significant economic, political, and cultural activity. The knowledge economy is its economic counterpart whereby wealth is created through the economic exploitation of understanding. People that have the means to partake in this form of society are sometimes called digital citizens.



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What is New World Information & Communication Order?

The New World Information and Communication Order is a term that was coined in a debate over media representations of the developing world in UNESCO in the late 1970s and early 1980s. The term was widely used by the MacBride Commission, a UNESCO panel chaired by Seán MacBride, which was charged with creation of a set of recommendations to make global media representation fairer. The MacBride Commission produced a report titled "Many Voices, One World", which outlined the main philosophical points of the New World Information Communication Order. NWICO grew out of the New International Economic Order of 1974. From 1976-1978, the NWICO was generally called the shorter New World Information Order or the New International Information Order. The start of this discussion is the NWICO as associated with UNESCO starting from the early 1970s. Mass media concerns began with the meeting of Non-Aligned Nations in Algiers, 1973; again in Tunis 1976, and later in 1976 at the New Delhi Ministerial Conference of Non-Aligned Nations. The 'new order' plan was textually formulated by Tunisia's Information Minister Mustapha Masmoudi. Masmoudi submitted working paper No. 31 to the MacBride Commission. These proposals of 1978 were titled the 'Mass Media Declaration.' The MacBride Commission at the time was a 16-member body created by UNESCO to study communication issues. A wide range of issues were raised as part of NWICO discussions. Some of these involved long-standing issues of media coverage of the developing world and unbalanced flows of media influence. But other issues involved new technologies with important military and commercial uses. The developing world was likely to be marginalized by satellite and computer technologies. Developed countries especially America and UK strongly opposed the NWICO and resigned from UNESCO in protest to the order.



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What is Mass Communication? (3 Marks)

It is a public communication that takes place from one source to the multiple source regardless of their age, cast, religion and nationality. It requires the use of technology. Without using mass media tools not possible to send message to countless no of people.

Mass media can be divided into two categories: Print media (newspapers, magazines, brochures, leaflets, business cards) and Digital Media (Radio, TV, Internet, Dramas & Films)

Forms of communication

We can divide the communication process into two forms:

Verbal Communications

The use of sounds and words, said or written to express yourself.

Non Verbal communication

Our facial expressions, gestures, eye contact, posture, symbols and signs and tone of voice is used to convey messages.

What is Penny Press? How do you relate it with Yellow Journalism? (5 Marks)

Penny Press

The Penny Press is started in 1833, when Benjamin Day founded a newspaper The Sun, from New York City. It was sold at a penny per paper. It became popular in American people because other newspapers were sold around six cents. The low price made it possible for labour and lower class to buy the newspaper and read news. Due to this Journalism and news got importance. For the first time, Benjamin Day hired a reporter for his newspaper and it was sold only for a penny on street corners by newsboys. It was a huge success and daily sold copies reached to 8000.

After the success of "The Sun", the senior journalist James Gordon Bennett founded "The Herald" sold at one cent. In his newspapers many features were added like financial page, editorial comments and local, national and international news. Other newspapers including New York Tribune and New York Times started publication. These publications are called penny papers.

Yellow journalism

During 1880, this term is used for sensationalized journalism with eye-catching headlines, also called yellow press. The emphasis on sex, murder, popularized medicine, human interest stories with drawings and cartoons. New York Sunday World circulation reached over 300,000 because Joseph Pulitzer used good reporting with Crusades, focusing on disasters, comic strips and sensational photographs. He used colour printing of comics in newspapers. He started to publish a cartoon titled "The Yellow Kid" in 1896 and became very popular. The "Yellow Kid" was used to move slowly public opinion on important issues like Spanish-American war. The Newspapers did not practice the objectivity which prevails today.



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TV Transmission Systems?

Now a days 3 main television transmission standards are used in the world.

1. NTSC stands for National Television Standards Committee. A video system used in USA and first used in 1954. 30 frames per second are transmitted in this video and each frame consists of 525 horizontal lines and 60 vertical lines display.
2. SECAM (Squentiel couleurmmoire) is a color TV standard, developed in France in 1967. It is 625-line vertical, 50-line horizontal display with 25 frames per second.
- 3 PAL (Phase Alternating Line) was developed in 1967 by German engineer Walter Bruch. It offers better picture quality. It display 625-line vertical, 50-line horizontal with 25 frames per second.

Films in sub-continent?

In December 1895, the Lumiere Brothers of France showed their short films at Grande Cafe, Paris. Next year in 1896 the show held at Watson Hotel in Bombay. The show consists of 6 films (Entry of Cinematograph, Arrival of the Train, The Sea Bath and three others). These films were release at Novelty Theatre on 18 July 1896. Price of ticket were from four anaas to one rupee.

In 1913 Dadasaheb Phalke made first silent feature film made in subcontinent named "Raja Harishchandra". In 1930 the film industry was producing more than 200 films annuall. "Alam Ara" was the first sound film in India made by Ardeshir Irani in 1931. It was a super hit and showed that there is a huge market for sound movies and whole film industry moved to sound films.

The sub continent faced troubled time during 1930-1940 due to II World War followed by Independence movement in India, resulting in Pakistan and India. The films made during this period were on social issues, struggle for independence etc. In 1950 Bollywood moved from Black & Whites movies towards color movies with attractive romantic music. Delip Kumar, Raj Kapoor, Raaj Kumar and Dev Anand were famous actors that time.

What is New Media. Describe its advantages?

New media is a catch-all term, used for all forms of human and media communication transformed due to the creative use of computer technology. It means the on-demand availability of contents through the internet. These contents can be viewed on any devices support communication between people. It allow people to add their comments and share with friends and target public.

It includes everything that deals with technology like Web Sites including Blogs, Emails, CD/DVD, Electronic kiosks, Interactive Television, Internet Telephony, Podcasting, Video Games, Virtual World and Mobile devices are part of it.

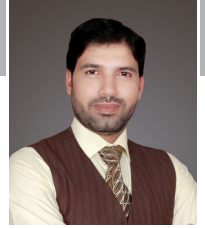
New Media advantages are:

Allows individuals to communicate their message to theier target public easily.

Messages could be individualize for its target public.

It is interactive andincorporte two-way communication

Easy to use and improved usability made new media popular.



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Distinction between Old media and new media?

Old media means the traditional forms of mass communication which are used through books, newspapers, magazines, film, sound recording, radio and television. New Media is based on interactivity and the shift happened in 1962. With birth of digital revolution and world wide web changed the face of communication. New media users are active content and information producers using latest collaboration tools.

From 1995-2004 old media started moving towards digital media and contents were produced both in old and digital format. New media became popular after the introduction of interactive educational and entertainment CD-ROMs. First the big corporations were controlling the production of contents. In 2007 the revolution came with the birth of iPhone, which allows each individual to create and control its contents. Sharing messages, photos, creating videos, social media integration has helped New Media to reach new heights and assigned new meanings.

New Media Industry

The new media industry shares a close association with many market segments in areas such as software/video game design, television, radio, and particularly advertising and marketing, which seeks to gain from the advantages of two-way dialogue with consumers primarily through the internet. The advertising industry has capitalized the proliferation of new media with large agencies running multimillion dollar interactive advertising subsidiaries. In a number of cases advertising agencies have also set up new divisions to study new media.

Within the advertising business there is a blurring of the distinction between creative (content) and the media (the delivery of this content). Now media itself is considered to be creative and the medium has indeed become the message. In 1999 a Newsweek cover story featured the 20 "New Stars of the New Media." The magazine claimed a handful of newsmen were "changing the way Americans get their news."

New media not only is defined by things you can see such as graphics, moving images, shapes, texts, and such. It is also things that cannot be seen, such as a WIFI connection. It is a concept; no one can see the waves in the air floating through the air. We cannot forget that New media is also concept based while also being a solid object.

What do you understand by the term New Media Panics ?

The term 'moral panic' is used for the stereotypical representation by the mass media which is a threat to societal values. Media Panic has an old history and a subject of strong criticism in Great Britain at the end of 18th century due to vulgar publications.

Media panic is an criticism against a new medium or media technology, is the exposure of indecent material and uncensored information in chat rooms, computer games or social media. The children and adults are the main affectees. Sex, pornography, child abuse, murders and other crimes are the areas of concern. Also area of concern is the access to the instructions of making bomb and explosives. This information in the hand of children is very dangerous.

Another issue is the change in behaviour pattern among children and youth. Constant use of Internet has made people addicted to internet, creating fake ID's and spending most of the time on Internet and social media. They become isolated and themselves from the people around them. They are used to live in fantasies of unreal world and as a result they lose their identity and sense of reality.



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What do you know about Audit Bureau of Circulations (ABC)?

ABC of North America is the world's first independent, non-profit organization. Its members are publishers, advertisers, advertising agencies, and commercial websites. Established in 1914 in the US, it operates different parts of the world with the same name. It is funded by its members through service fees.

ABC does maintain data of website-traffic, audit circulation, readership of magazines, newspapers and other publications produced by its members. It provides credible and valuable information to the media, advertising and marketing companies for their usage in designing campaigns.

ABC is similar to BPA Worldwide and most of the companies and entities are members of the International Federation of Audit Bureau of Circulations. Its membership is open to the industry related companies and provides a platform to collaborate and discuss current trends, market issues and rules critical in media buying and selling.

Explain World Association of Newspapers?

The World Association of Newspapers (WAN) is a non-profit, non-governmental organization. Its members are 76 national newspaper associations, 12 news agencies, 10 regional press organizations and executive members of individual newspaper in 100 countries. It was founded in 1948 and represents over 18,000 publication in five continents.

WAN is a member of the International Freedom of Expression Exchange, which monitors violations of free expression worldwide. It also defends writers, journalists and internet users if they are charged due to practicing their freedom of expression.

Objectives of WAN

- Promote press freedom and support the economic independence of newspapers because freedom depends on economic independence.
- Facilitate communication and contacts between different newspapers executives from all over the world in developing newspaper publishing.
- Encourage co-operation between its member organizations worldwide.

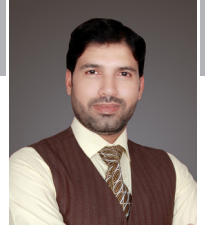
Achieving its objectives, the World Association of Newspapers:

- Provide training and cooperation to the newspapers in developing countries.
- Defend the industry against restrictions on the free flow of information.
- Assists exchange of information and ideas world-wide to improve quality of news contents and more profit for newspapers.
- Provide legal and humanitarian aid to its victimized members.
- To protect press freedom, it represents the newspaper industry in all platforms of discussions on media.

What is two source rule? (3 Marks)

It is a guideline for reporters and journalists when sourcing information it is necessary to get verified from another source. A fact is not credible unless verified by two sources.

It is an internal policy of VOA (Voice of America) to have credibility over contents that the news information must be secured from two sources or its staff correspondent actually witness an event.



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Broadcasting Corporations (Radio & TV Channels And Corporations)

Some major broadcasting corporations all over the world are:

- ABC (American Broadcasting Company)
- AOL
- ABC (Australian Broadcasting Corporation)
- BBC (British Broadcasting Corporation)
- CBC
- CBS (Columbia Broadcasting Service)
- CNN
- CPB
- FOX (Fox Broadcasting Company)
- PBS
- News Corporation
- NBC
- Time Warner
- Viacom
- VOA (Voice of America)

What is Concentration of media ownership?

Concentration of media ownership (also known as media consolidation). It is a process where by the time fewer organizations or individuals control the majority of the shares of mass media. It is done by big media organizations to own the small media companies whose views are opposite, worrying or dangerous. It promotes monopoly in the mass media industry and allows them to control media as per their priorities. Major concern of this ownership is that it does not provide diversity of issues and perspectives. People get views and develop understanding of the world issue from very limited media houses. They can change peoples point of view as they did in USA at the time of Gulf War.

Define GLOBALIZATION? And what is the difference between Globalization and Internationalization?

Globalisation means the spread of free-market capitalism in the world. It means the environment that allows us to invest our funds and business beyond domestic and national markets is called Globalization. Because it increases the interconnectivity between the world, which in result increase trade, services and cultural exchange. It is natural for different cultures to have different viewpoints and practices. New and fast mode of communication has increased the level of interactions among people and they have similarities in thinking and behaving. Better understand promote the integration of economic, cultural, political, religious and social systems worldwide. The economies of various countries are more connected and dependent on each other and more than importing and exporting. Member states set up rules and regulation for easy flow of goods, technology, financial and human resources. Their issues becomes global issues like global warming, global economy because it affect the entire population of the world.

Internationalization is the process where production of goods will meet the needs of users in many countries. It is the connectivity of economic activities of one country to another country or many countries or raising up an issue or a dispute between countries at international forum is called Internationalization. It has nothing to do with economic reforms in a country that help to integration with the rest of the world.



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Advantages and Disadvantages of Globalization

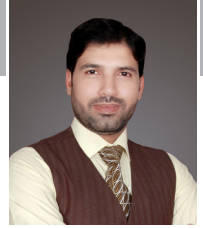
The advantages and disadvantages of globalization have been heavily scrutinized and debated in recent years. Proponents of globalization say that it helps developing nations “catch up” to industrialized nations much faster through increased employment and technological advances. Critics of globalization say that it weakens national sovereignty and allows rich nations to ship domestic jobs overseas where labor is much cheaper.

Consider four aspects of globalization:

1. **Trade:** Developing countries as a whole have increased their share of world trade—from 19 percent in 1971 to 29 percent in 1999. But great variations among the major regions have been observed. For instance, the newly industrialized economies (NIEs) of Asia have done well, while Africa as a whole has fared poorly. The composition of what countries export is also important. The strongest rise by far has been in the export of manufactured goods. The share of primary commodities in world exports—such as food and raw materials—that are often produced by the poorest countries, has declined.
2. **Capital movements:** What many people associate with globalization, sharply increased private capital flows to developing countries during much of the 1990s. It also shows that (a) the increase followed a particularly “dry” period in the 1980s; (b) net official flows of “aid” or development assistance have fallen significantly since the early 1980s; and (c) the composition of private flows has changed dramatically. Direct foreign investment has become the most important category. Both portfolio investment and bank credit rose but they have been more volatile, falling sharply in the wake of the financial crises of the late 1990s.
3. **Movement of people:** Workers move from one country to another partly to find better employment opportunities. The numbers involved are still quite small, but in the period 1965-90, the proportion of labor forces round the world that was foreign born increased by about one-half. Most migration occurs between developing countries. But the flow of migrants to advanced economies is likely to provide a means through which global wages converge. There is also the potential for skills to be transferred back to the developing countries and for wages in those countries to rise.
4. **Spread of knowledge (and technology):** Information exchange is an integral, often overlooked, aspect of globalization. For instance, direct foreign investment brings not only an expansion of the physical capital stock, but also technical innovation. More generally, knowledge about production methods, management techniques, export markets and economic policies is available at very low cost, and it represents a highly valuable resource for the developing countries.

What is main stream media?

Mainstream media (MSM) is mass media that influences a large number of people. It reflects current thoughts and opinion on the current issue and plays an important role in persuading people in its favour or opposing it.



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What are interlocking directorates?

Interlocking is where a member of a company's board of directors also serves another company in a similar position. It is pointed out by Fairness and Accuracy in Reporting (FAIR) as US media watchdog in its report. It is a common practice in large media corporations, investment, oil, health care and technologies companies. It is not illegal as long as the organizations are not involved in competition with each other.

In specific conditions it gives more power to the members to influence the industry and get desired result in pricing, labour and control over major suppliers and customers. Current practices allow CEO's unlimited powers to appoint or dismiss any member. It has been used to maintain and expand corporations power. It is an effective tool in influencing the political system and keep organizations monopoly in the market.

Media coverage of human trafficking:

Legal and Ethical Aspects

In different parts of the world human trafficking is very active particularly in underdeveloped and developing regions where poverty level is very high and people are living frustrated and deprived lives. However, if analyzed generally the various reasons that cause high level human smuggling are:

- Insufficient income
- Unemployment
- An unsupportive family environment
- High rate of domestic violence
- Frustrations resulting from unrealized expectations

The way in which human trafficking is covered by the media requires a complex approach with a focus on the legal issues, as well as ethical issues and journalistic professionalism, since the latter two aspects also influence the legal status of human-trafficking coverage. Below the following problematic aspects of the issue will be analyzed:

- To what extent may the identity (name) of a human-trafficking defendant or convict be disclosed by the media;
- To what extent the stories under study respect the presumption of innocence;
- To what extent the stories under study respect the right to privacy;
- To what extent the stories under study are well researched from a legal point of view;
- Relevant legal aspects: defamation (damaged honor, dignity and professional reputation); the value of the right to privacy; complex legal issues (the right to be presumed innocent).

Role of Mass Media to Fight Organized Crime

Technology has brought up many changes in the society as well as the pattern of crimes. Mass media has an important role to play in the fight against crime in particular organized crimes. This issue can be explained in three concepts:

- 1st is the theory of social learning by Albert Bandura's: Individuals learn from the media what behaviour will be rewarded and what to be punished.
- 2nd is priming effect by Berkowitz's: People observe how crime was planned and carried out, which allows them to think in the same pattern and they act as per their judgement in interpersonal violence situations.



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- 3rd is script theory by Huesman's: He says that social behaviour is predicted by a script which tells us that how anyone should behave in different situations as per model provided by media.

PORTRAYAL OF WOMEN IN MEDIA

We all know the stereotypes—the femme fatale, the super mom, the sex kitten, the nasty corporate climber. Whatever the role, television, film and popular magazines are full of images of women and girls who are typically white, desperately thin, and made up to the hilt—even after slaying a gang of vampires or dressing down a Greek legion. Many would agree that some strides have been made in how the media portray women in film, television and magazines, and that the last 20 years has also seen a growth in the presence and influence of women in media behind the scenes. Nevertheless, female stereotypes continue to thrive in the media we consume every day.

Media Coverage Of Women And Women's Issues

Women professionals and athletes continue to be under-represented in news coverage, and are often stereotypically portrayed when they are included.

Women's Empowerment and Development

In many parts of the world, cultural and social restraints keep women from contributing to the welfare of their families. Of the world's people living in poverty, women form a significant proportion. The perceived value of a woman's work in the home or as a young bride frequently outweighs the value of her education. Nearly 800 million people over the age of 15 are illiterate and two-thirds of them are women.

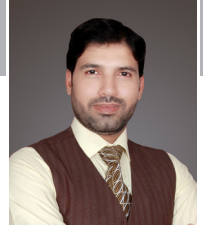
This lack of education affects women – and their families – in many ways. While women bear a disproportionate burden of the world's poverty, they play a leading role in the health, nutrition and education of the family. Many women are denied economic opportunities through lack of education or by sexual status, making it impossible for them to better their economic status and secure a livelihood. Where agriculture is a primary occupation, women work to produce food for their families and where non-agricultural employment is not available, they may become informally self-employed, producing goods and services, within their capacity, to be marketed locally.

Feminist strategies?

While technological advancements and globalization of media have created or strengthened structural disadvantages for women, these same trends have also opened more avenues for alternatives and networking among women. For instance, there has been renewed energy in building solidarity among women's and social movements and in reviving positive cultural forms or expressions of the South. Some forms of feminist strategies in advancing women's rights within and through the media include efforts on the creation of alternative women's media, media literacy, creation of or collaboration with existing media watch groups, media-related advocacies within and with governments and nongovernment organizations, and the integration of gender perspectives in media codes of conduct.

Women and the Media

Even media attention on women who help and fight for certain causes is distorted. For example, Fairness and Accuracy In Reporting (FAIR) analyzed U.S. media reporting during the British Princess Diana's funeral, and noted that the U.S. media typically concentrate only on a few people like the late Diana and Mother Teresa who had some



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sort of celebrity type status, and rarely reported on the thousands of others doing similar work.

In other cases, the roles of women presented in the media, from talk shows, to entertainment shows as well as news reporting can often end up reinforcing the status quo and the cultural stereotypes, which influence other women to follow suit. This happens in all nations, from the wealthiest to the poorest (and happens with men as well as children). It can have positive aspects, such as providing guidance and sharing issues etc. but it can also have a negative effect of continuing inherent prejudices etc.

What do you know about Global warming? (3 Marks)

Global warming is the term used to describe a gradual increase in the average temperature of the Earth's atmosphere and its oceans, a change that is believed to be permanently changing the Earth's climate.

It is the gradual heating of Earth's surface, oceans and atmosphere due to effect of greenhouses gases such as Carbon Dioxide (CO₂) emissions created from burning fossil fuels. Another reason is the increase in industrialization and reducing number of forest, which trap heat. This is a type of greenhouse effect. Human activities like industrialization Due to this the average temperature of Earth has risen by 1.4 degrees over the past century, according to the Environmental Protection Agency (EPA).

What are the impacts of Global Warming? (3 Marks)

Global warming has already showing effects on our lives, health and climate. If we do not take immediate action to reduce global warming emissions, it is going to affect badly on the entire planet, our life and our community.

Following are the impacts of global warming:

- 1) Sea level is rising and more floods on coastal areas
- 2) More incidents of wildfire
- 3) Rising seas and increased coastal flooding
- 4) High rise in temperature and intense heat waves
- 5) Forest death in the Rocky Mountains
- 6) Growing health issues
- 7) Melting Ice and Change in seasons
- 8) Disruptions to food supplies

What is Global Dimming?

When the amount of solar radiation decreased in reaching the surface of the earth is called Global dimming. The tiny particles of fossil fuels absorb solar energy and reflect back sunlight into the space. It damages to our environment. It was first discovered in 1950. The critical issue was first raised in a documentary "Horizon by BBC" on 15 January 2005.

Global Dimming ignoring the power of global warming. Discuss? (Handout Copy Paste)

The of global dimming have led to fears that global dimming has been hiding the true power of global warming. Currently, most climate change models predict a 5 degrees increase in temperature over the next century, which is already considered extremely grave. However, global dimming has led to an underestimation of the power of global warming.



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What is Consumerism? (3 Marks)

It is a concept that promotes expanding consumption of goods because it is required for economy growth. Also, it provides protection to the consumer against useless and inferior quality products. These products are sold with misleading advertisements or have unfair pricing.

Role of mass media to control the environmental problems? *(Handout Copy Paste)*

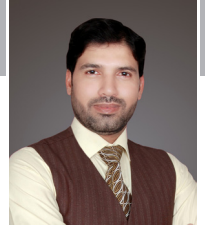
Role of Mass Media can play the same role in order to control these environmental problems that it is playing in other areas particularly in crime control. It is unanimously accepted by many communication theorists that mass media has enormous power to control and influence people's minds. This same strength of mass media is needed to deal with these environmental issues.

It has been observed that most of the problems are increasing merely because of the lack of awareness among people and this is where the role of mass media becomes really important. By running comprehensive and influential media campaigns, awareness can be increased among people about environmental problems and precautionary and preventive measures that must be adopted to control these grave concerns. As it is also quite obvious that industrial and developed nations are mainly responsible for these problems, therefore, people must also be informed by mass media about the responsibility these industrialized nations have on their shoulders regarding the issue. It will help in exerting pressure on them and will force them to follow international laws and accords to control the issue.

Consumer culture and modernity *(Handout Copy Paste)*

In *The Rise of Consumer Society in Britain*, John Benson identifies consumer societies as those "in which choice and credit are readily available, in which social value is defined in terms of purchasing power and material possessions, and in which there is a desire, above all, for that which is new, modern, exciting and fashionable." For decades, research on the history of consumerism had been winding the clock up to the nineteenth century as the starting point of a culture of consumption that fits Benson's description. For societies like these to exist, there needed to be a fair portion of the population with enough money to purchase goods beyond daily necessities; there needed to be powerful productive forces to make enough goods available and allow for new strategies of marketing and selling; there also needed to be a tendency among people to start investing social meanings and emotions in the acquisition of goods. Industrialization, these histories tell us, prepared the ground for a consumer culture to develop thanks to malleable markets, large production lines, rise of shopping, advertising, marketing, etc.

In *Consumer Culture and Modernity*, Don Slater argues against a "productivist bias" which misleads into believing that production is the "engine and essence of modernization". Through a brilliant overview of the literature of revisionist historians, he traces the development of consumer culture from the present day to the early modern period. A consumer revolution, with the characteristics Benson suggested, was emerging as early as the sixteenth century. A new 'world of goods' deriving from colonial exploitation led to a wide penetration of consumer goods into the lives and homes of more social classes. Towards the eighteenth century, a growing consuming public bred a desire for the new and created new demands and new styles.



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What do you know about vertical integration?

Vertical integration is a strategy where a company expands its business operations into different steps on the same production path, such as when a manufacturer owns its supplier and/or distributor. Vertical integration can help companies reduce costs and improve efficiencies by decreasing transportation expenses and reducing turnaround time, among other advantages. However, sometimes it is more effective for a company to rely on the established expertise and economies of scale of other vendors rather than trying to become vertically integrated.

It was understood that corporations which have control of a total process, from raw material to fabrication to sales, also have few motives for genuine innovation and the power to seize out anyone else who tries to compete. This situation distorts the economy with monopolistic control over prices. Today, government has become sympathetic to dominant vertical corporations that have merged into ever larger total systems. These corporations, including those in the media, have remained largely unrestrained. — Ben H. Bagdikian, *The Media Monopoly*, Sixth Edition, (Beacon Press, 2000)

Vertical integration is also a part of a business strategy that serves to enhance market power, by allowing cross-promotion and cross-selling.

What do you understand by the term feminization of poverty? Explain.

The term feminization of poverty means that the women are ones who most suffer of poverty. It is strange that women produced 75-90 percent of food vegetation worldwide along with the responsibility of house hold chores. Even though there have been efforts for feminist movement, womens still suffer inequality. Two out of every three poor adult is a women. There are other issues that are behind womens poverty which include trade, economic and gender issues.

What is Mainstream Media?

Mainstream media (MSM) is a term used for large mass news media houses in Western Media. MSM influence a large number of people, and plays important role in shaping their thoughts. It is also used for large media groups including newspapers and broadcast media houses after being merging with other media groups. It has raised concern about presenting a particular viewpoint to viewers and not allowing diversity in opinions. The mainstream media sets agenda for smaller organizations and the term is widely used when discussing mass media powers and its biasness.

What is an E-Strategy?

E-Strategy means a plan of action which requires Information Communication Technology (ICT) to develop a system requires to achieve social, economic and development in the country. E-Strategy guides govt and departments to priorities ICT development. IT explains how the technology can bring change in work environment, best utilise the resources in serving people and reducing cost.

It requires involvement of every one from government, private sector, education institutions, health sectors, business and industry community and civil society. Linking Countrys development strategy when linked to E-Strategy it gives credibility to ICT programs and its role in the development of country.



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What is Ross' epistemic merit model?

Ross' epistemic merit model is a method to understand propaganda. It is presented by Sheryl Tuttle Ross. In 2002, she explained in her article "Understanding Propaganda: The Epistemic Merit Model and its Application to Art". The term "propaganda" was originally associated with propagating or spreading Christian faith. The word was used by Pope Gregory XV.

Ross insisted that the idea was too narrow and proposed her own definition. She explained to understand propaganda we must consider threefold communication model which is "Sender-Message-Receiver". Propaganda involves Sender who is intentionally sending a persuading Message to the Receiver. She mentioned four conditions if available in message it will be considered propaganda.

1st the Propaganda has intention to persuade. Second, it is sent on behalf of social or political institution or for cause. Third the receiver of propaganda is socially well known and have influence on group of people. Fourth, propaganda is a well known struggle to challenge others thoughts.

Ross also claims that it is misleading concept that propaganda is only lie and false. She believes it is also an effort to persuade you to change your point of view and the aim is to create appearance of credibility.

What do you know about extreme and moderate poverty?

Poverty means the living condition when a person is having very low wealth or few assets. In international development it is considered as economic deprivation. Poverty is a condition which affects individuals or groups. It exists everywhere in the world but more related to the developing countries like more no of people are homeless and not having basic facilities in life.

The World Bank says extreme poverty means people living on less than US\$ 1 per day, and moderate poverty means people living on less than \$2 a day. In 2001 it is estimated that 1.1 billion people had earnings less than levels \$1 a day and 2.7 billion lived on less than \$2 a day."

Discuss yellow journalism

During 1980, this term is used for sensationalized journalism with eye-catching headlines, also called yellow press. The emphasis on sex, murder, popularized medicine, human interest stories with drawings and cartoons. New York Sunday World circulation reached over 300,000 because Joseph Pulitzer used good reporting with Crusades, focusing on disasters, comic strips and sensational photographs. He used colour printing of comics in newspapers. He started to publish a cartoon titled "The Yellow Kid" in 1896 and became very popular. The "Yellow Kid" was used to move slowly public opinion on important issues like Spanish-American war. The Newspapers did not practice the objectivity which prevails today.

What do you understand by the term Extremism?

Extremism means beliefs of someone that most people think are unreasonable and unacceptable. It is used to describe the ideology or action of someone not accepted by the society. In other words violating the common standards of ethics of society. It is typically used in political or religious ideologies which are unjustifiable.

The term “extremist” is used to label those people who advocate or use violence against the will of other people and force them to act according to their will.



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- 1 Which nation started making inked impressions from carved block shortly after 175 A.D?
 - ✓ Chinese
 - ☐ Japanese
 - ☐ Russians
 - ☐ Romans

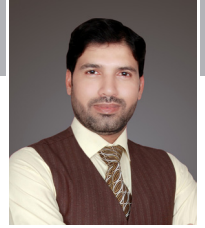
- 2 Which of the following term is also used for Oxford Gazette?
 - ☐ UK Gazette
 - ✓ London Gazette
 - ☐ Manchester Gazette
 - ☐ British Gazette

- 3 Edison exhibited his moving pictures in a peep-show device that he called the -----
 - ☐ Kinetograph
 - ☐ Cinematograph
 - ✓ Kinetoscope
 - ☐ Nickelodeon

- 4 _____ is the increasing interconnectedness of people and place as a result of advances in transport, communication and information technologies that cause political, economic and culture convergence.
 - ☐ Television
 - ✓ Globalization
 - ☐ Broadcasting
 - ☐ Internationalization

- 5 In ----- Murdoch announced his intentions to form an independent television system which would compete with the three major U.S. television networks i.e. ABC, CBS and NBC.
 - ☐ October 1955
 - ☐ October 1965
 - ✓ October 1985
 - ☐ October 1995

- 6 TCI (Tele-Communications Inc.) is ----- than the other firms in the first tier, but its unique position in the media industry has made it a central player in the global media system.
 - ☐ Greater
 - ☐ Larger
 - ✓ Smaller
 - ☐ Advanced



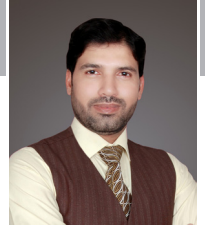
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- 7 Concentration of media ownership is also known as
- ☒ Media Development
 - ☒ Media Succession
 - ☒ Media Revolution
 - ☒ Media Consolidation
- 8 Fairness and Accuracy in Reporting (FAIR), is a media watchdog for which of the following country?
- ☒ USA
 - ☒ Britain
 - ☒ Russia
 - ☒ Pakistan
- 9 is by omission and misuse of language
- ☒ Censorship
 - ☒ Journalism
 - ☒ Regulation
 - ☒ Communication
- 10 In 2000 the United Nations adopted the Convention against Transnational Organized Crime, also called:
- ☒ Terrorism Convention
 - ☒ UN Convention
 - ☒ Military Convention
 - ☒ Palermo Convention
- 11 United States' State Department data estimated that 600,000 to 820,000 men, women, and children are trafficked across international borders each year and among them approximately -----are women and girls.
- ☒ 80 percent
 - ☒ 75 percent
 - ☒ 65 percent
 - ☒ 60 percent
- 12 The ----- states that individuals learn from the media what behaviour will be punished and what behaviour will be rewarded.
- ☒ Huesman's script theory
 - ☒ Berkowitz's priming effect
 - ☒ Lasswell's propaganda model
 - ☒ Albert Bandura's social learning theory



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- 13 NPWs were first recognized by the U.S. Justice Department in:
- ✓ 1999
 - ☒ 1998
 - ☒ 1996
 - ☒ 1995
- 14 Who among the following said, 'if media moguls control media content and media distribution, then they have a lock on the extent and range of diverse views and information'?
- ☒ George W. Bush, president USA
 - ☒ Ben H. Bagdikian, writer of the Media Monopoly
 - ☒ Phil Donahue, the former host of MSNBC
 - ✓ Chuck Lewis, executive director of the Centre for Public Integrity
- 15 Which of the following is defined as the rise in temperature on Earth as certain gases in the atmosphere trap energy?
- ✓ Greenhouse Effect
 - ☒ Global Dimming
 - ☒ Globalization
 - ☒ Global Temperature
- 16 Which of the following is the book written by John Benson on consumerism and consumer societies?
- ✓ The Rise of Consumer Society in Britain
 - ☒ Consumer society in Britain
 - ☒ Consumerism and consumer society in Britain
 - ☒ The rise of consumerism in Britain
- 17 AOL stands for:
- ☒ Advanced Online Learning
 - ✓ America Online
 - ☒ All Online
 - ☒ Arizona Online
- 18 Which of the following is one of the largest radio and television networks in the United States?
- ☒ Cactus Broadcasting Service (CBS)
 - ✓ Columbia Broadcasting Service (CBS)
 - ☒ California Broadcasting Service (CBS)
 - ☒ Cyprus Broadcasting Service (CBS)



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- 19 Bertelsmann is the one _____ in the first tier of media giants
- ☒ Chinese firm
 - ✓ European firm
 - ☒ Indian Firm
 - ☒ Pakistani firm
- 20 In which of the given year the United States withheld its contributions and withdrew from the UNESCO in protest to New World Information Order, followed by the United Kingdom in 1985 and Singapore in 1986?
- ☒ 1979
 - ☒ 1982
 - ☒ 1983
 - ✓ 1984
- 21 The common problem(s) children face as indicated by UNICEF is/are:
- ☒ Hazardous labor exploitation.
 - ☒ Police abuse and arbitrary detention of street children, sexual exploitation.
 - ☒ Lack of access to education, or substandard education.
 - ✓ All of the given options
- 22 For developing nations the most expensive technology is:
- ✓ Genetically Engineered Food
 - ☒ Generally Engineered Food
 - ☒ Geologically Engineered Food
 - ☒ Global Engineered Food