

MASS COMMUNICATION

1. The term 'mesmerism' is used in reference to the ways in which:
(A) Society influences individuals
(B) Individuals memorise theological lessons
(C) Franz Mesmer teaches his students
(D) Media influence people
2. Colour printing demands colour:
(A) Integration
(B) Dilution
(C) Separation
(D) Concentration
3. Which organization has instituted awards for the best stories for the coverage of conflict in Indian Print media?
(A) PII-ICRC
(B) PIB
(C) UNI
(D) PTI
4. Simultaneous transmission of several channels of compressed digital contents of television is referred to as:
(A) Digticast
(B) Narrowcast
(C) Personalcast
(D) Multicast
5. "Television is the cultural arm of the established industrial order which serves primarily to maintain, stabilize and reinforce rather than alter, threaten or weaken conventional beliefs and behaviours." This statement by Gross (1977) aptly sums up which of the following theories of media effects?
(A) Spiral of silence effect
(B) Knowledge gap effect
(C) Catharsis effect
(D) Cultivation effect
6. Which of the following is not a feature of the 'Cultural-Reception Analysis' tradition of mass-media audience research?
(A) Emphasis on the socio-cultural context of media use
(B) Emphasis on ethnographic and qualitative methods
(C) Importance attached to the intense power of media content or messages
(D) Importance attached to the interpretative power of media audiences
7. Perception is the process by which people:
(A) discriminate against other people to gain the dominant advantage in the communication process

Questions Solved Answers From Mass Communication Examination

D Keegan



Questions Solved Answers From Mass Communication Examination:

IBPS SO Main HR Personnel Officer 15 Practice Sets (Complete study material) 2021 Mona Yadav, Shivendra Kumar Sinha, Kajal Gaur, 2021-12-07 1 The book provides with 15 Practice Sets of IBPS SO it Officer 2 The book is divided into 3 Main sections 3 Revision round contains 9 chapters 4 Knock outs 15 full lengths practice sets 5 Real nuts 3 Previous years papers 2017 2019 6 5 Online practice sets for complete practice Institute of Banking Personnel Selection or IBPS has invited eligible candidates by releasing 1828 vacancies of specialist officers SO in different disciplines The book IBPS Bank SO HR Personnel Officer main Exam 15 Practice Sets aim to provide a systematic practice to the aspirants This book has been strategically classified into three sections to facilitate complete study material from revision to practice Where Section I Revision Round it consists of 9 chapters giving complete theory revision and practice of each chapter Section II Knock Out Round this round puts all your knowledge to the test by providing 15 Crack Sets for vigorous practice along with the detailed solutions Lastly Section III The Real Nuts After getting the exact and complete idea of exam pattern you get to solved previous Solved Papers 2017 19 for practice This is a highly approachable book to gain a winning attitude to ace the upcoming IBPS SO Main examination TOC Section I Revision Round Section II Knock Out Round Section III The Real Nuts

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In a global driven by information and connectivity, the power of words has be much more evident than ever. They have the capability to inspire, provoke, and ignite change. Such is the essence of the book **Questions Solved Answers From Mass Communication Examination**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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