

## 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

**Judd E. Hollander**



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## **Table of Contents Questions Solved Answers From Mass Communication Examination**

1. Understanding the eBook Questions Solved Answers From Mass Communication Examination
  - The Rise of Digital Reading Questions Solved Answers From Mass Communication Examination
  - Advantages of eBooks Over Traditional Books
2. Identifying Questions Solved Answers From Mass Communication Examination
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Questions Solved Answers From Mass Communication Examination
  - User-Friendly Interface
4. Exploring eBook Recommendations from Questions Solved Answers From Mass Communication Examination
  - Personalized Recommendations
  - Questions Solved Answers From Mass Communication Examination User Reviews and Ratings
  - Questions Solved Answers From Mass Communication Examination and Bestseller Lists
5. Accessing Questions Solved Answers From Mass Communication Examination Free and Paid eBooks
  - Questions Solved Answers From Mass Communication Examination Public Domain eBooks
  - Questions Solved Answers From Mass Communication Examination eBook Subscription Services
  - Questions Solved Answers From Mass Communication Examination Budget-Friendly Options
6. Navigating Questions Solved Answers From Mass Communication Examination eBook Formats

- ePub, PDF, MOBI, and More
  - Questions Solved Answers From Mass Communication Examination Compatibility with Devices
  - Questions Solved Answers From Mass Communication Examination Enhanced eBook Features
7. Enhancing Your Reading Experience
    - Adjustable Fonts and Text Sizes of Questions Solved Answers From Mass Communication Examination
    - Highlighting and Note-Taking Questions Solved Answers From Mass Communication Examination
    - Interactive Elements Questions Solved Answers From Mass Communication Examination
  8. Staying Engaged with Questions Solved Answers From Mass Communication Examination
    - Joining Online Reading Communities
    - Participating in Virtual Book Clubs
    - Following Authors and Publishers Questions Solved Answers From Mass Communication Examination
  9. Balancing eBooks and Physical Books Questions Solved Answers From Mass Communication Examination
    - Benefits of a Digital Library
    - Creating a Diverse Reading Collection Questions Solved Answers From Mass Communication Examination
  10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
  11. Cultivating a Reading Routine Questions Solved Answers From Mass Communication Examination
    - Setting Reading Goals Questions Solved Answers From Mass Communication Examination
    - Carving Out Dedicated Reading Time
  12. Sourcing Reliable Information of Questions Solved Answers From Mass Communication Examination
    - Fact-Checking eBook Content of Questions Solved Answers From Mass Communication Examination
    - Distinguishing Credible Sources
  13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development
    - Exploring Educational eBooks
  14. Embracing eBook Trends
    - Integration of Multimedia Elements
    - Interactive and Gamified eBooks

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