

Anekant Education Society's  
**Tuljaram Chaturchand College, Baramati**  
**Department of Department of Media and Communication Studies**  
**M. Voc. Media Studies**  
**F.Y.M.Voc Question Bank**  
**Subject- MS101- Introduction to Media Studies**

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**Question-1) Multiple choice Questions**

1. Which is a messenger that is used for chatting online?  
(A) KIKO (B) IMO (C) Agile Bits (D) Altavista
2. When an autorickshaw's interior is decorated with pictures cut out from popular magazines it can be called a case of what mass media process?  
(A) Cultivation (B) Representation (C) Bricolage (D) Reproduction
3. The term 'Phatic Communication' refers to :  
(A) Communication that has a social function rather than an informative function  
(B) Communication during natural disasters  
(C) Verbal/Oral culture recorded in Ethnographic studies  
(D) Communication with no media
4. Which of the following is not a concept implied in the theory of Sadharanikaran ?  
(A) Sahridaya (B) Rasa (C) Sthai Bhav (D) Nirvana
5. What are people who have lived their entire lives in an internet-connected world called ?  
(A) Generation Z (B) Digital Natives (C) Net Citizens (D) Creative Digitals
6. Relationship beyond banking' is the tagline of which of the following Indian banks?  
(A) Bank of Baroda (B) HDFC (C) Axis (D) Bank of India
7. Traffic signals are example of..... communication.  
(A) mass (B) non-verbal (C) verbal (D) one to many
8. Which communication service has been recently closed in India ?  
(A) Postal service (B) Landline (C) Telegram (D) Fax
9. Phenomenon involving the interconnection of information and communication technologies, computer networks and media content is called as :  
(A) mass communication (B) digital diffusion (C) digital connectivity (D) media convergence
10. 'Tone of speaking' and 'speed of speaking' are the examples of :  
(A) Non-verbal and verbal communication respectively  
(B) Verbal and non-verbal communication respectively  
(C) Only non-verbal communication  
(D) Only verbal communication
11. The encoding/decoding model of communication was first developed by which of the following scholars ?  
(A) Stuart Hall (B) John Fiske (C) Michel Foucault (D) George Gerbner
12. Which one of the following is warm colour ?  
(A) Blue (B) Green (C) Red-orange (D) Blue-violet

13. Which pair of media from the following has an extensive local penetration and coverage?  
 (A) Magazines and community radio      (B) TV and Newspapers  
 (C) Newspapers and Community Radio    (D) Social Media and Community Radio
14. In semiotics, a property of signs/texts which can have multiple meanings  
 (A) Paradigm      (B) Polysemic      (C) Populism    (D) Syntagm
15. With which decade would you associate the beginning of public access to internet in India ?  
 (A) 1980s    (B) 1990s    (C) 2000s    (D) 2010s
16. Which of the following is NOT one of the primary functions of mass communication?  
 (A) Surveillance    (B) Cultural Transmission    (C) Entertainment    (D) Immunization
17. Newspapers primarily serve which functions?  
 (A) Surveillance    (B) Correlation    (C) Entertainment    (D) None of the above
18. Information overload arises when  
 (A) Too much data is saved onto a disc or USB.  
 (B) Media, particularly electronic media, repeatedly cites the same information.  
 (C) Vast amounts of information are available to us from a variety of sources.  
 (D) All of the above.
19. Who invented the World Wide Web (WWW)?  
 (A) Marc Andreesson    (B) Vinton Cerf      (C) Arthur C. Clarke    (D) Tim Berners-Lee
20. In what year did Arthur C. Clarke, famed science fiction writer, first propose the communication Satellite?  
 (A) 1925      (B) 1935      (C) 1945      (D) 1955

**Question-2) Short Notes.**

1. Verbal Communication
2. Non Verbal Communication
3. Intrapersonal Communication
4. Interpersonal communication
5. Group communication
6. Shannon & Weaver model of Communication
7. Gerbner model of Communication
8. Osgood model of Communication
9. Newcomb model of Communication
10. The Process of Massification
11. Rise of mass society
12. Mass society
13. Ideology
14. Cultural hegemony
15. Media as a window
16. Barriers to Communication
17. Indian Thoughts on Rhetoric
18. Key Elements of Rhetoric
19. Types of communication on the basis of Purpose
20. Types of communication on the basis of Medium
21. Modernity
22. Persuasion in communication

23. Written communication
24. Types of signs
25. Concept of Sadharanikaran

**Question-3) Short Answer questions.**

1. What is intrapersonal communication?
2. What is interpersonal communication?
3. What is group communication?
4. Give example any two metaphors
5. Give example of signs which you encounter daily.
6. Write any three colors and meaning associated with it.
7. What is 'suspension of disbelief'?
8. What is main source of revenue for any Media House?
9. What is long form of 'TRP'?
10. What is meaning of 'AU' certification of film?
11. Who is the author of 'Mass Communication in India' Book?
12. Who is the author of the book 'Headlines from the Heartland: Reinventing the Hindi Public Sphere'?
13. According to Marshall McLuhan, which is a 'cool' medium?
14. Write the full form of SMCR?
15. What is the meaning of selective perception?

**Question-3) Answer the questions.**

1. Define the term Connotation and Denotation
2. What are the types of codes explain with examples
3. What is Semiotic Analysis?
4. Explain the term Sign with appropriate examples
5. Explain the concept mediation with suitable example.
6. Explain the salient characteristics of mass Communication with examples.
7. What is cultural hegemony? How media is used as a tool to establish and maintain such hegemony?
8. How media is used in political campaigning? Explain with examples.
9. Is the internet technology of freedom?
10. Explain Functions of Rhetoric with examples
11. Define the Process of Massification with examples
12. What is Myth? Explain with example
13. Explain the genre of Marathi daily soap with Example
14. Development of technology in media.
15. What is main source of revenue for any Media House?
16. Define relation between ideology and meaning making.
17. What is non verbal communication? Explain with examples
18. Explain the process of Signification with example.
19. Explain the relation between culture and mass communication
20. 'Medium is massage' explain this statement in your words.

21. Distinguish between the terms Icon, Index and symbol.
22. Distinguish between the terms denotation, connotations and myth.
23. Discuss in detail Sadharanikaran model of communication
24. Newspaper as true 'mass' medium in India
25. Define key element and function of Rhetoric

**Question -5) Solve following questions in details.**

1. Why do we communicate? How internet base communication changes scenario of human communication?
2. 'Non Verbal communication is major part of modern communication system', explain
3. Critically comment on the semiotic approach of communication
4. What are different types of communication on the basis of number of participant? State their pro and cons with examples.
5. Explain with example, where convention is necessary to the understanding of any sign however iconic or indexical it is.
6. Discuss briefly the type and forms of communication on the basis of number of participants, medium and purpose with example
7. Explain the dominant and counter myth of 'police' as reflect in contemporary media.
8. Critically comment on the process of conventionalization.
9. Define the difference between Indian model of communication and western model of Communication.
10. What do you understand by concept of medium is message and Global village given by Marshal McLuhan.
11. Write a brief note on Indian Thoughts on Rhetoric
12. Explain why the Shannon and Weaver model of communication inadequately describes traditional mass communication.
13. Recent movies seem to consistently break box office records. Why do you think this is so?
14. How many celebrity twitter accounts do you follow? What made you decide to follow them? Have you stopped following any? Why?
15. What dangers are there in a media industry that regulates itself or self-censors? Why could self-Censorship is a good thing?