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Compiled by

 **Dr.A.NAFEES SULTANA**., **M.A., M.Phil.,Ph.D., P.G.D.C.A.,**

**Assistant Professor of English,**

**PG & Research Department of English**

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 SYLLABUS

UNIT – I

Definition of Communication- Verbal and Non-Verbal communication- Elements of communication – Models of communication – 7cs of communication.

UNIT – II

Differentiation between ‘language’ ‘generic’ and a language ‘individual’- Purposes of language- persuading, questioning, providing, aesthetic pleasure, informing- Context of communication- Intrapersonal- Interpersonal, Small group, Organization, Academic, Public, Intercultural.

UNIT – III

Mass media- Definition and classification- Function- Agenda- Setting- Reality defining and constructing- Social control- Distribution of knowledge- Mass media theory- Information Age.

UNIT – IV

Mass culture and Popular culture- Mass Communication and Social change- Mass communication and Culture- Morals and Decency.

UNIT – V

The Rise of Mass Media- Media diversity and its benefits- Types of mass media- print media- Electronic Media- New Age Media ( Mobile, Internet) Media and its effects- E-Publishing- Photo Journalism- Blog Writing

 TWO MARK QUESTIONS

 UNIT – I

1. Define the term Communication.

 It is one of the most loosely defined terms in contemporary media and cultural studies. It is because the term encompasses a multitude of experiences, actions and events as well as a whole variety of happenings and meanings and technologies.

1. What is communication event?

A conference or a meeting or even a mela or procession is a ‘communication event’

1. What is communication media?

Newspapers, radio, video and television are communication media

1. What are communication professionals?

Phones, computers, satellites and the internet are communication technologies and Journalists, advertisers, public relations personnel, and even camera crew and news-readers are ‘Communication professionals’

1. Define the meaning of the term communication.

The English word ‘communication’ is derived from the Latin noun

‘communis’ and the Latin verb ‘communicare’ which means ‘to make common’. Terms closely related to communication and with similar etymological origins include community, communion, commonality, communalism and communism. The closest Indian languae equivalent to the original concept of communication is ‘sadharanikaran’.

1. What does Denis McQuail say about communication?

Interaction, interchange, transaction, dialogue, sharing, communion and commonness are ideas that crop up in any attempt to define the term ‘communication’. According to McQuail, communication is a process which increases commonality- but also requires elements of commonality for it to occur at all.

1. What are the two types of communication?
2. Verbal communication and Non-Verbal communication
3. Technological and non-technological
4. Mediated and Non-mediated
5. Participatory and non-participatory and so on.
6. What is Verbal communication?

It is the use of auditory language to exchange information with other people.

1. What is Non-Verbal communication?

It is the communication between people through non-verbal or visual cues. This includes gestures, facial expressions, body movement, timing, touch and anything else that communicates without speaking

1. Intrapersonal communication- Define.

Intrapersonal communication is individual reflection, contemplation and meditation. Transcendental meditation for instance is an example of such communication. Conversing with the divine, with spirits and ancestors may be termed ‘transpersonal’ communication. This is a vital experience in the religious and monastic life, and in ashrams and places of prayer.

1. Interpersonal or Face to face communication – Define.

Interpersonal communication is direct face-to-face communication between two persons. It is, in other words, a dialogue or a conversation without the intervention of another person or a machine like the telephone or a two-way radio or television set-up.

1. Define Unfocused Interactions.

Interpersonal communication is conducted on the basis of focused and unfocused interactions. In his study of “Behaviour *in Public Places”* Erving Goffman argues that most interpersonal communication is of an unfocused nature. It takes place whenever we observe or listen to persons with whom we are not conversing, for instance in buses, trains, lifts or in public places like stations, bus stops or on the street. It’s the kind of activity we indulge in when we are ‘people watching’ without their being aware we are doing so.

1. Focused Interactions- Define.

Focused interactions is the result from an actual encounter between two persons. The persons involved are fully aware that they are communicating with each other.

1. What are the three stages of Interpersonal communication?
2. The Phatic Stage
3. The Personal Stage
4. The Intimate Stage
5. What are the seven elements of communication
6. Sender
7. Ideas
8. Encoding
9. Communication channel
10. receiver
11. decoding and
12. feedback

 UNIT – II

1. Define ‘Mass-line’ communication.

Mao Zedong, who led the Chinese Cultual Revolution, used a type of communication to talk to the masses. He termed it ‘mass-line’communication. Mahatma Gandhi too employed a similar type of communication, the essence of which was personal example, respect for the peasant’s knowledge, and non-manipulative information.

1. Interactive communication- Explain.

Communication via the ‘new’ media such as video, cable, videotext, teletext, video-on-demand, tele-shopping, computers, the Internet and mobile telephony is usually termed ‘Interactive communication’. Telecommuniction- based services such as telephone, pages, cellular or mobile phones, electronic mail are also considered to be ‘Interactive’.

1. Define the Harold Lasswell Model of the Communication.

He stated that a convenient way to describe an act of communication is to answer the following question:

1. Who
2. Says What
3. In What Channel
4. To Whom
5. With What Effect?
6. How do Berelson and Steiner define communication?

They define communication as ‘the transmission of information, ideas, emotions, skills, etc. by use of symbols-words, pictures, figures, graphs, etc. It is the act or process of transmission that is usually called communication.

1. What is the primary goal of communication according to Western communication theory?

Osgood’s definition is an illustration, he explains, we communicate whenever one system, source, influences another, the destination, by manipulation of alternative signals which can be transferred over the channel connecting them.

1. What do Shannon and Weaver model derive?

The effects-oriented models or approaches to mass communication derive from Shannon and Weaver’s Mathematical model of communication.

1. What are the five essential parts of communication according to Shannon and Weaver?

They conceived of communication as a system composed of five essential parts plus ‘noise’ i) an information source ii) a transmitter iii) a channel iv) the receiver, and v) the destination.

1. Who adopted the Shannon and Weaver theory of communication?

Wilbur Schramm adopted Shannon and Weaver model to human communication, but stressed the encoding-decoding aspects as crucial.

1. Whose theory was influenced in Indian planning on the role of communication in development?

Wilbur Schramm theory was influenced in Indian planning on the role of communication in development.

1. Who initiated The Ritual Model of Mass Communication?

James Carey, the American anthropologist, has been foremost in promoting a ‘ritual’ model communication. Horace Newcomb, Robert Alley also promoted this model.

1. What are the key elements in communication as a ‘dialogic’?

The key elements of the perspective are i) liberation ii) participation and iii) conscientization derived from liberation theology and writings of the late Paulo Freire, the Brazilian educationist.

1. Define Language and communication.

Language allows people to communicate with great precision. The language and communication group studied how people use language in specific discourse contexts, to share information with others and to persuade or otherwise affect them.

1. What are the seven functions of language?
2. Instrumental- It used to express people’s needs or to get things done.
3. Regulatory – this language is used to tell others what to do.
4. Interactional- this language is used to make contact with others and form relationship.
5. Personal- The use of language is used to express feelings, opinion, and individual identity.
6. Heuristic – this is when language is used to gain knowledge about the environment
7. Imaginative- language is used to tell stories and jokes, and to create an imaginary environment
8. Representational- the use of language to convey facts and information.
9. What are the six aspects to communication
10. Communicator (sender)
11. Communicate ( receiver)
12. Aim
13. Content
14. Method and
15. Situation
16. What is the other name for Harold Lasswell’s communication Model ?

‘Silver Bullet’ or ‘Hypodermic model’

 UNIT – III

1. Give a short note on Mass media

It is essentially a working group organised round some device for circulating the same message, at about the same time, to large numbers of people.

1. Give the functions of mass media
2. Surveillance of the environment
3. Interpretation of the information
4. Prescription for conduct and
5. Transmission of heritage
6. What are the classifications of mass media
7. Print media(Newspaper, Magazines)
8. Broadcast media(TV, Radio)
9. Outdoor or out of home media(OOH)
10. Internet
11. Illustrate mass media and theory.
12. Authoritarian theory
13. Libertarian theory
14. Social responsibility theory and
15. Soviet media theory.
16. Define Agenda setting.

It is the idea that what the public thinks about is set by the media. The agenda setting theory was first introduced by Dr.Maxwell McCombs and Dr.Donald Shaw in 1972. This theory states that the news plays an integral part in the shaping of political realities.

1. What is mass communication theory?

It is a set of statements that describes in a formal manner a set of relationships between concepts, measurable by variables referring to characteristics or states of entities involved in the mass communication process.

1. Give the five fundamental theories of mass communication
2. Magic Bullet Theory.(Hypodermic needle theory)
3. Two-step Flow Theory
4. Multi-step Flow Theory
5. Gratification Theory and
6. Cultivation Theory
7. Who is the father of Mass media?

Wilbur Schramm is considered the father of communication studies

1. What is purpose of Mass communication?

Theory seeks to explain the effects of mass communication on society, audiences and people. These effects can either be intended or unintended by those sending the message or messages.

1. What is the difference between Mass Media and Mass communication?

Mass communication refers to the act of disseminate information to the masses/public. And Mass media refers to the medium or the method employed to disseminate this information.

1. When did mass media start?

The phrase ‘the media” began to be used in the 1920s. the notion of ‘ mass media” was generally restricted to print media up until the post-second World War, when radio, television and video were introduced.

1. Define Information theory?

It is one of the fundamental theory in the twentieth century is the Shannon Weaver model which is also known as an Information theory. This theory is very important for the theory of mass communication but at the same time it is also significant for the electronic communication in the world IT.

 UNIT – IV

1. Define Mass culture

Mass culture is the set of ideas and values that develop from a common exposure to the same media, news sources, music, and art. Mass culture is broadcast or otherwise distributed to individuals instead of arising from their day-to-day interactions with each other.

1. Define popular culture

It is also called mass culture and pop culture. It is generally recognized by members of a society as a set of the practices, beliefs and objects that are dominant or ubiquitous in a society at a given point in time.

1. Is mass culture the same as popular culture?

Mass culture is something that is produced and popular culture that is consumed. Governments, multinational corporations and individual people have the ability to influence people more quickly than ever before with web technology such as blogs.

1. What is high culture and popular culture?

High culture is about literature, art, philosophy and other stuff that is usually associated with educated people. In short, pop culture is the culture of the common man and high culture is the culture of the elite.

1. What is the difference between pop culture and culture?

Popular culture is mainly defined as the widespread cultural elements in any given society. particularly daily interactions, such as people’s needs and desires that make up their mainstream everyday life, whereas, mass culture primarily focuses on dissemination this culture through the mass media.

1. What is ethics in social media?

Ethics, by definition is the concept of what is good, bad, right, and wrong. In social media, the right ethic equals the right perspective and the right thinking on how the leverage social media appropriately and how to engage people in the right manner. Etiquette is a code of behaviour within the context of our society.

1. What re the five Ws of Journalism?

Who, What, When, Where and Why.

1. What are the five codes of ethics?
2. Integrity
3. Objectivity
4. Professional competence and due care
5. Confidentiality
6. Professional behaviour.

 UNIT – V

1. What is new media in mass communication?

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures and other user generated media.

1. Define Print media

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals.

1. Why is electronic media better?

Its is better than print media because of the following factors: it’s easily accessible. It’s reach is very wide. Broadcasting is easier in electronic media compared to print media.

1. What is e-publishing process?

It is the digital creation and distribution of electronic content, including printed materials, music, video and software.

1. What is the process of e-publishing?
2. Creation
3. Editing
4. Send manuscript to the publisher or decided on where you would like to publish
5. Define Photojournalism.

It is a particular form of journalism that employs images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism.

1. What are the characteristics of photojournalism.
2. Relevant
3. Timely
4. Objective
5. Narrative
6. Aesthetically interesting
7. What are the different fields in Photojournalism?
8. General news
9. Spot or breaking news
10. Documentary photojournalism
11. Sports photojournalism
12. Portrait photojournalism
13. What is blog content writing?

It is the process of writing a blog post or articles, but also other types of content such as landing pages, white papers, case studies, emails, ads and so on. In other words, when we writing a blog post or article, it’s also content writing.

1. What is blog writing in English or Weblog?

A weblog is a website that is like a diary or journal. Most people can create a blog and then write on that blog. Bloggers often write about their opinions and thoughts.

FIVE MARK QUESTIONS

1. What can be done to overcome the barriers to communicate? ( Apr ’19)
2. What are the key elements of the communication model? (Apr ’19)
3. What is meant by the purpose of language? (Apr ’19)
4. What is the difference between intrapersonal and Interpersonal communication? (Apr ’19)
5. Why Diversity in media is important? (Apr ’19)
6. What are the principles of Media ethics? (Apr ’19)
7. Discuss the role and scope of Print Media? (Apr ’19)
8. What is the difference between Mass culture and popular culture? (Apr ’19)
9. What is the social control of Media? (Apr ’19)
10. Explain information age in Media? (Apr ’19)
11. What are the models of communication? ( Apr ’18)
12. How effective is verbal communication? ( Apr ’18)
13. What is meant by the content of communication? ( Apr ’18)
14. What are the differences between ‘language and a language’( Apr ’18)
15. What is an agenda setting theory? ( Apr ’18)
16. Explain information age in Media? ( Apr ’18)
17. What is the difference between Mass culture and popular culture? ( Apr ’18)
18. What are the principles of Media ethics( Apr ’18)
19. Why diversity in media is important? ( Apr ’18)
20. Discuss the role and scope of photo Journalism. ( Apr ’18)
21. Explain Lasswell Model of the communication.
22. Describe Shannon and Weaver ‘Mathematical’ model of communication.
23. Describe Osgood and Schramm circular model.
24. What are the barriers of communication
25. Comment on Physical barriers.
26. Describe Psychological barriers.
27. What is mass communication? What are its major characteristics?
28. What is Mass culture? Write a critical account of the concept.
29. What are the problems involved in defining ‘communication’ and ‘mass communication’?
30. What are the functions of Mass media?
31. What are the uses of Media?
32. Describe the press/media theory.
33. Illustrate Authoritarian theory
34. Libertarian or free Press theory- Explain
35. What do you mean by Social responsibility theory?
36. Explain Soviet media theory.
37. What is Development communication theory?
38. What is Democratization theory?
39. Give the types of Mass media.
40. Give a short note on e-publishing and Blog writing.

 10MARK QUESTIONS

1. Write a brief note on seven Cs of communication.(April 2019)
2. Clarity
3. Completeness
4. Conciseness
5. Concreteness
6. Courtesy
7. Correctness
8. Consider
9. What are the difference between ‘language and ‘ a language’.(April 2019)

A language is the expression of the thoughts and experiences of a people in terms of their cultural environment. When the same language is made use of in a different culture, it takes on another colour, another meaning. When for instance, English is employed in India, it comes under the influence not only of the accent of the local language, but also of the meanings and connotations of words, phrases and idioms of that language and of the culture that has given rise to it.

1. Discuss the role and influence of Mass media.(April 2019)

The Mass media are the tools or technologies that facilitate dissemination of information and entertainment to a vast number of receivers. They are the tools of large-scale manufacture and distribution of information and related messages.

1. Explain the function of Mass communication and culture.( April 2019)

Communication and culture develop together, one supporting the other. Indeed, communication is an expression of a community’s culture, and culture in its turn embodies of a community’s communication and information needs and practices. The concept of ‘Mass culture’ refers to a whole range of popular activities and artefacts- to entertainments, spectacles, music, books, comics, films- but it has become identified with the typical content of the mass media and with the fictional, dramatic and entertainment material which they provide.

1. Write an essay on new age media and its effects. ( April 2019)

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures and the user generated media. New media are forms of media that are active to computers, computational and rely on computers for redistribution. Some examples of new media are telephones, computers, virtual worlds, single media, website games, human-computer interface, computer animation and interactive computer installations

1. What can be done to overcome the barriers to communication? ( April 2018)
2. Communicate only what is needed
3. Avoid slang
4. Remain aware of cultural differences
5. Stay open minded for questions and answers
6. Choose a communication app
7. What is the difference between Interpersonal and Intrapersonal communication?

(April 2018)

Intrapersonal communication is individual reflection, contemplation and meditation. Transcendental meditation for instance is an example of such communication. Conversing with the divine, with spirits and ancestors may be termed ‘transpersonal’ communication. This is a vital experience in the religious and monastic life, and in ashrams and places of prayer. Interpersonal communication is direct face-to-face communication between two persons. It is, in other words, a dialogue or a conversation without the intervention of another person or a machine like the telephone or a two-way radio or television set-up.

1. Give the role and influence of mass media ( Apr 2018)-refer question no.3
2. Explain the function of Mass communication and social change. (Apr 2018),refer question no.4
3. What are the types of mass media- Explain.(April 2018)

Newspaper, radio, magazines, the internet and television-influence of mass media- it has influenced public opinion, education, popular culture and the depiction of society.

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 WILL FOLLOW

 \*\*\*\*\*\*\*\*\*\* ALL THE BEST \*\*\*\*\*\*\*\*\*