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Virtual University of Pakistan

QUIZ 01 Join Us on www.vustudents.ning.com**SEMESTER SPRING 2009
MCM511
THEORIES OF COMMUNICATION****Marks: 10****Identify the correct option.**

According to W. Weaver, _____ is all of the procedures by which one mind can affect another.

- a. **Communication**
- b. Feedback
- c. Globalization
- d. Internationalization

Process-oriented conceptualization of communication suggests that it is continuous and _____ and cannot be arbitrarily isolated.

- a. **Complex**
- b. Simple
- c. Easy
- d. Effortless

Westley-MacLean model differs from the Shannon-Weaver model in what sense?

- a. Feedback
- b. Gate keeping
- c. **Feedback and gate keeping**
- d. Feedback and criticism



Video games, virtual reality and CD-ROMS are examples of which of the following types of media?

- a. **Telematic/ new media**
- b. Mass media
- c. Electronic media
- d. Print media

Which of the following is NOT correct about mass communication?

- a. Mass media is the tool used for mass communication.
- b. **Process of mass communication is synonymous with the mass media.**
- c. Mass communication is sharing information at mass level.
- d. It is not possible without the use of mass media.

The Chicago School opposed the notion of:

- a. **Free marketplace of ideas**
- b. Free marketplace of automobiles
- c. Free marketplace of consumer goods
- d. Free marketplace of Hi-tech

QUIZ 01

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_____ is a movement to steer journalism towards reinvigorating public life, which many see as excluding ordinary citizens and devaluing the need to inform them.

- a. Radio journalism
- b. Civic journalism**
- c. Yellow journalism
- d. Free press

Many critics consider _____ an updated version of authoritarian theory.

- a. Social responsibility theory
- b. Libertarian theory
- c. Development media theory**
- d. Democratic participant theory

_____ defied the Pope Paul IV and used the printing press to spread Reformation literature to the masses.

- a. Marshal McLuhan
- b. Martin Luther**
- c. Ferdinand Tonnies
- d. Emile Durkheim

Who among the following gave the concept of four kinds of theories i.e. social scientific theory, normative theory, everyday theory and operational theory?

- a. Dennis McQuail**
- b. Wilber Schramm
- c. Claude Shannon
- d. Albert Einstein

