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Virtual University of Pakistan

**Marks: 10**

Which of the following approach was preferred by Lazarsfeld to theory construction?

- \_\_\_\_\_ propounds that media have minimal effects because those effects are mitigated by a variety of mediating or intervening variables.

- All of the following are the assumptions of Elite Pluralism, except:

- a) Media have little ability to directly influence people.
- b) Media alone cannot alter politics.
- c) Media, in the name of stability, should not reinforce political party loyalties.
- d) Media shouldn't be expected to lead public opinion but rather reinforce it.

\_\_\_\_\_ assumes that every one must be well informed and politically active.

- a) Classical democratic theory
- b) Political economic theory
- c) Spiral of silence theory
- d) Klapper's Phenomenistic Theory

All of the following are a part of five innovation-adoption categories proposed by communication scholar Everett Rogers, EXCEPT:

- a) Innovators
- b) Late comers
- c) Early majority
- d) Laggards

## QUIZ 02

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Which of the following is the process by which an innovation is communicated through certain channels over time among the members of social system?

- a) Diffusion c
- b) Induction
- c) Osmosis
- d) Feedback

\_\_\_\_\_ is the direct, mechanical reproduction of behavior.

- a) Imitation c
- b) Framing
- c) Identification
- d) Agenda setting

Which of the following term is also used for catharsis?

- a) Kindness
- b) Sublimation c
- c) Sympathy
- d) Support

Which of the following includes the concepts of motivation and evaluation?

- a) Symbolizing capacity
- b) Self-regulatory capacity c
- c) Self-reflective capacity
- d) Vicarious capacity

Seeing a model punished from a behavior is sufficient to reduce the likelihood that the observer will make that behavior. This is the \_\_\_\_\_ effect of modeling.

- a) Inhibitory c
- b) Disinhibitory
- c) Positive
- d) Negative