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Course Code: BAJMC-101

Course Name: Communication:

Concepts & Processes

## **Assignment 2**

(Based on Unit- II)

**Ques 1: Identify the correct combination**

- |                |   |          |
|----------------|---|----------|
| (a) Radio City | - | Sun TV   |
| (b) FM Gold    | - | AIR      |
| (c) SFM        | - | Reliance |
| (d) Big FM     | - | Star     |

**Ques 2: The initiation of ..... Communication made mass communication an indispensable part of human**

- (a) Mass
- (b) Efficient
- (c) Satellite
- (d) None of these

**Ques 3. Mass Communication is the distribution of**

- (a) Entertainment
- (b) Arts
- (c) Information
- (d) All of the above

**Ques 4: Gatekeeping in Mass Communication is**

- (a) Being vigilant in order to curb all the malpractices
- (b) Selection and editing of messages to be transmitted via a mass medium
- (c) Both 'a' and 'b'
- (d) None of the above

**Ques 5: Feedback in mass communication is**

- (a) Immediate
- (b) Slow and weak
- (c) Immediate, but weak
- (d) None of the above

**Ques 6: Which of the following is not a form of traditional media?**

- (a) Literature
- (b) Painting
- (c) Tv
- (d) Music

**Ques 7: Which of the following is not a responsibility of the media?**

- (a) Dissemination of the news
- (b) Commenting on the contemporary Socio-Political scenario
- (c) Passing remarks on the personal lives of film stars
- (d) Educating the masses

**Direction (Q no. 8-13) Read the passage carefully and answer the questions.**

Media crosses the distance between people worldwide to bring us a globalised world. Cultural globalisation is the inevitable result of social progress. However, it is undeniable that the media plays an important role in promoting the culture to become more globalised and further promote a cultural fusion. In my opinion, culture has become more globalised in various ways since the world war.

Media makes the range of cultural communication broader. The traditional media or new media they both being a cultural diversity. It uses social media as the most extensive tool through which people interact around the globe. Social media provides an equal and public platform to all people, including government, media, companies, personal and so on, such that everyone can release the information on the social platform. If this platform becomes globalised which it is, it will make people share various information about their culture. As a result, we are increasingly bound together and separated by the globalised technology network. Thus the social media platform play an increasing role in the cultural integration of globalisation.

**Question: The most extensive tool used by media for cultural globalisation is**

- a. Education group
- b. Social Media platform
- c. Radio and television
- d. All the above

**Question: Media promotes globalisation by**

- a. Bringing in western philosophy to India
- b. Making the society consumerist
- c. Incorporating methods that support diversity
- d. Reducing the distance between people

**Question: Globalization promote**

- a. Consumerism
- b. Exploitation
- c. Cultural fusion
- d. All of these

**Question: ..... is the inevitable result of social progress.**

- a. New Media
- b. Cultural fusion
- c. Change in culture

- d. Both B and C

**Question: Which of the following is not an example of social media platform.**

- a. Facebook
- b. Gmail
- c. Instagram
- d. Snapchat+

**Quest 1:** In what ways do you think the media should function in a democratic society?

**Ques 2:** Develop a media strategy to generate awareness on any one of the following in rural India:

- (a) Harmful effect of Tobacco
- (b) Vaccination of Covid

**Ques 3:** Modern communication technologies have made society more compact and intimate. Do you agree? Write with reasons.

**Ques 4:** Discuss the impact of media activism in society with the help of a case.

**Ques 5:** elaborate the cartoon given below in 300 words



**Ques 6:** Lokmaya Tilak is believed to have said, “ if I were not an editor, I would be a Keertankar” why do you think he was so attracted to the Keertana tradition?

**Ques 7:** Undertake a critical analysis of the new stories telecast during prime time in the last six days. Observe the nature of messages and discuss.

Write the report. The word limit is 400-600.