

MAC211

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1. Hypodermic needle theory is a good example of \_\_\_\_\_

--->> Mass society theory

Limitd effect theory

Scientific theory

Cultural theory

2.

Magic bullet theory

Two-step flow

--->> Dissonance theory

none of the options

3. Milton's idea of the

--->> Libertarian theory

Authoritarian theory

Soviet-Communist theory

none of the options

4. Ball-Rokeach and Defleur (1976) are the major proponents of \_\_\_\_\_

Knowledge gap theory

--->> Media dependency theory

Social cognitive theory

Democratic participant theory

5. The basic assumption of \_\_\_\_\_ is that people are divided into work and play

--->> Play theory

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Leisure theory

Medium theory

6. Which of these media is at the centre of Cultivation analysis?

Radio

Newspaper

The Internet

--->> Television

7. Diffusion of Innovations theory was popularized by \_\_\_\_\_

McQuail

Katz and Blumler

McComb

--->> Rogers

8. The work of Siebert et al (1955) produced only \_\_\_\_\_ normative theories

two

--->> four

six

eight

9. The media may not succeed in telling us what to think, but may tell us what to think about. This is the major idea of \_\_\_\_\_

Dependency theory

--->> Agenda setting theory

Uses and gratifications theory

Reinforcement theory

10. The focus of the Spiral of Silence theory is on the following except \_\_\_\_\_

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how some group are forced to conceal their opinions

--->> how to make media socially responsible

how media canvass popular views

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