**Department of Library & information Science**

**THE ISLAMIA UNIVERSITY OF BAHAWALPUR**

**BS- Library &Information Science. 2nd Semester**

**Mid Term Exams**

Course Title: **Introduction** **to** **Mass Communication** Course Code:**LISc-00204**

Instructor Name: **Ms. Aiman Badar**

Total Marks:30 Time Allowed: **10 Minutes**

Name: Roll No.

**Q. No. 1 Select the most suitable answer from the following choices. (10 marks)**

1. \_\_\_\_\_\_ defined Propaganda.
2. Lasswell b) Plato c) Kartz d) Milton
3. Propaganda education became major concern in \_\_\_\_\_\_\_\_.

a) US b) London c) Paris d) Germany

1. \_\_\_\_\_\_\_ gave a talk on Boston Radio Station on what propaganda is?

a) Edward A Filene b) Hadley Cantril c) Edgar Dale d) Leonard Doab

1. Nazi rose to power in \_\_\_\_\_ .

a) Germany b) Russia c) U.S d) France

1. \_\_\_\_\_\_\_\_\_ Propaganda is the short term type of propaganda.

a) White b) Gray c) offensive d) Tactical

1. Communication is \_\_\_\_\_\_ interchanges by any effective means.

a) Mutual b)distinct c) individual d) creative

1. Word “communication” comes from \_\_\_\_\_\_\_\_\_\_ .

a) Spanish b) Latin c) French d) English

1. Monologue, thinking, reflection and diary writing are examples of \_\_\_\_\_\_\_\_\_ communication.
2. extra personal b) inter personal c) intra personal d) mass communication
3. The individual’s dependence on state foe achieving an advanced civilization appears to be a common ingredient of all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ systems.

a) Libertarian b) Authoritarian c) Social responsibility d) Aristocratic

1. Lenin applied \_\_\_\_\_\_ in Russia.

a) Communication b) Communism c) Capitalism d) Propaganda

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**Short Questions (12 marks)**

1. **On what philosophical assumptions normative theories of media are based?**
2. **What is theory?**
3. **What is meant by the term “wise men”?**
4. **What does freedom mean according to George Hegel?**
5. **What is meant by the “open market place of ideas”?**
6. **What is the role of media under Libertarian theory?**

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Time Allowed: **30 Minutes**

Name: Roll No.

**Attempt the following question in detail (8 marks):**

**Q. Define propaganda and state all types of propaganda.**

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Instructor Name: **Ms. Aiman Badar**

Total Marks: **8** Time Allowed: **30 Minutes**

Name: Roll No.

**Attempt the following question in detail:**

**Q. Define propaganda and state all types of propaganda.**