

Question # 9 of 10 (Start time: 07:00:31 PM, 17 July 2023)

Total Marks: 1

The trend to the concentration of ownership dates back to the end of _____ century.

Select the correct option

☐	18th
☒	19th
☐	17th
☐	16th

[Click to Save Answer & Move to Next Question](#)

Question # 7 of 10 (Start time: 06:58:30 PM, 17 July 2023)

Total Marks: 1

Elizabeth Noelle-Neumann proposes in Spiral of Silence theory that because of people's fear of isolation or separation from those around them, they end to keep their attitudes to themselves when:

Select the correct option



They think they are in the minority.



They are confused about their believes.



They fear that they will be brutally beaten for giving their opinion.



They believe they are wrong.

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Question # 5 of 10 (Start time: 06:56:38 PM, 17 July 2023)

Total Marks: 1

What criticism was raised by the academia against McLuhan ideas?

Select the correct option



His ideas were too diverse and inconsistent.



His ideas were too old.



His ideas were too inconsistent and dynamic.



His ideas were too fictitious.

Click to Save Answer & Move to Next Question

Question # 3 of 10 (Start time: 06:54:41 PM, 17 July 2023)

Total Marks: 1

Noelle-Neumann's focus was on long-term consequences of the perceptions like:

Select the correct option

☐	Support for flexibility and patience to accept opposing viewpoints
☒	Keeping your responses or attitudes to yourself out of the fear of isolation
☐	Being blunt and aggressive in expressing your opinion
☐	To be rigid in your thoughts and opinions

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Question # 2 of 10 (Start time: 06:53:48 PM, 17 July 2023)

Total Marks: 1

_____ argue that Marxists failed to distinguish between different kinds of media, especially between private and publicly owned.

Select the correct option

☐	Liberal- democrats
☒	Liberal- pluralists
☐	Liberal- communist
☐	Liberal- economists

Click to Save Answer & Move to Next Question

Question # 10 of 10 (Start time: 07:01:39 PM, 17 July 2023)

Total Marks: 1

The Spiral of Silence Theory presumes that the media will focus on majority views, underestimating _____ views.

Select the correct option

☐	Racial
☐	Cultural
☒	Minority
☐	Ethnic

Click to Save Answer & Move to Next Question

Question # 8 of 10 (Start time: 06:59:36 PM, 17 July 2023)

Total Marks: 1

The famous maxim "medium is the message and message is the medium" was given by:

Select the correct option

☐	Claude Shannon
☒	Marshall McLuhan
☐	Joseph Klapper
☐	Wilbur Schramm

[Click to Save Answer & Move to Next Question](#)

Question # 1 of 10 (Start time: 06:52:16 PM, 17 July 2023)

Total Marks: 1

Scholars like Tichenor, _____, and Olien in 1986 developed knowledge gap theory of society in which mass media and the use of media messages played a central role.

Select the correct option

☐	Weaver
☒	Donohue
☐	Schramm
☐	Gerbner



Click to Save Answer & Move to Next Question

Question # 4 of 10 (Start time: 06:55:29 PM, 17 July 2023)

Total Marks: 1

_____ is that the media are virtually everywhere as sources of information.

Select the correct option

☒	Ubiquity
☐	Globalization
☐	Cumulation
☐	Consonance

[Click to Save Answer & Move to Next Question](#)

Question # 6 of 10 (Start time: 06:57:37 PM, 17 July 2023)

Total Marks: 1

Which of the following is not an assumption of Spiral of Silence Theory?

Select the correct option

☐

Society threatens deviant individuals with isolation.

☒

After a long phase of fear of isolation people finally come out of it.

☐

The fear of isolation causes individuals to try to assess the climate of opinion at all times.

☐

Individuals experience fear of isolation continuously.

Click to Save Answer & Move to Next Question