



**SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER ONE
END OF SEMESTER EXAMINATION**

COURSE CODE : MCC101
COURSE TITLE : Introduction to Media Studies
LECTURER(S) : Jerry George
DATE : Monday 11th December 2024
TIME : 1:00pm
DURATION : 2 Hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

PART 1 Essay Questions (30 marks)

Please select **ONE** of the questions below. Your answer should be a full-length essay with 500-700 words. Remember to use paragraphs and grammatically correct English. Referencing experts whom you have studied increases your chance of excellent grades.

A. Who really owns the media? Provide details and evidence for your response.

OR

B. Why do we need theories and research on media effects? In your response, explain one such theory in support of your viewpoint.

PART 2 Multiple Choice (30 marks)

Each answer is 2 marks.

1. A global system of interconnected computer networks to serve billions of users worldwide is called -----
 - a) intranet
 - b) compunet
 - c) internet
 - d) ethernet
2. Which of the following is an example of a social media network?
 - a) Facebook
 - b) google
 - c) mozilla
 - d) skype
3. The chronological evolution of mass media is
 - a) radio, film, newspaper, television
 - b) newspaper, film, radio, television
 - c) newspaper, radio, film, television
 - d) film, newspapers, radio, television
4. Who among the following is a gatekeeper?
 - a) reader
 - b) viewer
 - c) listener
 - d) editor
5. The first printed work using movable types by Gutenberg took place in
 - a) England
 - b) Germany
 - c) Italy
 - d) Portugal
6. The first printed work by Johannes Gutenberg was
 - a) bible
 - b) aeropagitica
 - c) catechism text
 - d) way of the cross

7. In terms of media, which came first in Saint Lucia?
 - (a) The Voice Newspaper
 - (b) Radio RCI (Radio Caribbean International)
 - (c) SLTV
 - (d) Spectrum Cable TV

8. Freedom of speech/expression is stated in Article of the Saint Lucia Constitution.
 - a) 17
 - b) 18
 - c) 10
 - d) 20

9. Global village concept is put forward by.....
 - a) Robert Merton
 - b) Seon McBride
 - c) Marshall McLuhan
 - a. Wilbur Schramm

10. AFP is news agency
 - a) a French
 - b) an American
 - c) a Pakistani
 - d) a Palestinian

11. Self- censorship in media is mainly exercised by
 - a) government
 - b) readers
 - c) reporters
 - d) political parties

12. Which of the following is NOT a role that media plays in contemporary society? - _____
 - a) Mediator
 - b) Entertainment
 - c) Education
 - d) Watchdog

13. _____ are durable and able to contain lots of information, but are relatively slow and expensive to produce.
 - a) Books
 - b) Newspapers
 - c) Television Programs
 - d) Web sites

14. _____ encourages public discussion of issues and allows nearly everyone who wants a voice to have one.
 - a) The internet
 - b) Books
 - c) Magazines
 - d) Film

15. Once news is released online by one source, it spreads rapidly, and other organizations scramble to release accounts, too, in order to keep up, often leaving staff less time for _____ and editing.
- a) fact-checking
 - b) blogging
 - c) designing
 - d) direct quotes

PART 3- Short Answer Questions

Please provide explanations for the following MEDIA TERMS. Each correct answer is 4 points for a total of 20 points/marks.

TERMS AND DEFINITIONS

1. Infotainment
2. Media effects
3. Propaganda
4. Regulation
5. Two-step flow of information

PART 4- True and False (20 Marks)

In each of the following statements, circle either TRUE OR FALSE to the correct answer. Each correct answer will be awarded 1 mark for a total of 20 marks.

1. The term "mass media" means a current trend/style
TRUE FALSE
2. By the time the average American child leaves primary school (according to US researchers), he or she will have witnessed more than 100,000 assorted acts of violence on television.
TRUE FALSE
3. A testimonial is an attempt to turn negative evidence into something positive.
TRUE FALSE
4. Freedom of Expression/Freedom of the Press are part of the Saint Lucia Constitution
TRUE FALSE
5. The values of creators and sponsors are reflected in all forms of media.
TRUE FALSE
6. In propaganda messages, the "Magic Ingredients" is the suggestion that some miraculous discovery makes the product exceptional.
TRUE FALSE

7. Participatory production is the biggest differences between traditional media and social media?
TRUE FALSE
8. Ratings and Traffic are two increasingly important ethical aspects of social media.
TRUE FALSE
9. Cultural transmission is the main function of Journalism in society?
TRUE FALSE
10. When applying for a radio/TV broadcast license, the application for approval must be made to the GIS (Government Information Service)
TRUE FALSE
11. Media effects refers to The concern that media content and mediums might affect our thinking or behavior in some way.
TRUE FALSE
12. In most countries, the difference between libel and slander is that libel is spoken and defamation written
TRUE FALSE
13. The primary advantage of the inverted-pyramid organization IN MEDIA WRITING is that it locks reporters into a formula and discourages innovation.
TRUE FALSE
14. Earned Media is the best option of the three types of media that should be of interest to NON-PROFIT organisations
TRUE FALSE
15. Saint Lucia does not have a Copyright Act
TRUE FALSE
16. The average person spends about 65% of his/her waking hours consuming mass /social media
TRUE FALSE
17. The best way of dealing with cyberbullying on social media is to Respond to the bully and fight back if necessary.
TRUE FALSE
18. R-A-C-E is a media Model used in Public Relations practice.
TRUE FALSE
19. The principle of journalistic independence is an important component of the news media's watchdog role.
TRUE FALSE
20. Broadcasting was introduced in Saint Lucia in the 60s when Radio Caribbean International (RCI) was given permission to operate a radio studio.
TRUE FALSE

