

# A

21717

120 MINUTES

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1. 'News is what somebody somewhere wants to suppress; all the rest is advertising'- Who said this?  
A) Lord Northcliffe                      B) Rupert Murdoch  
C) Daniel Boorstin                        D) Harold Wilson
2. ----- refers to particular group of viewers who are defined by age, gender or social and economic status and who may be the target audience for a programme.  
A) Appointment viewers                  B) Zappers  
C) Interactive viewers                      D) Niche audience
3. The documentary which is co-produced by Flaherty and Grierson:  
A) Industrial Britain                      B) Drifters  
C) The Night Mail                        D) Moana
4. Who among the following does not belong to Frankfurt School of Critical Theory?  
A) Herbert Marcuse                        B) Stuart Hall  
C) Theodore Adorno                      D) Jurgen Habermas
5. ----- is the principal force behind the theorisations of French New Wave Film movement through the articles in *Cahiers du Cinema*.  
A) Andre Bazin                              B) David Bordwell  
C) Roland Barthes                        D) Laura Mulvey
6. ----- is the famous sequence from the film, Battleship Potemkin directed by Sergei Eisenstein which can be cited as the best example of dialectical montage.  
A) Men and Maggots                      B) Drama on the Quarterdeck  
C) Appeal from the Dead                D) The Odessa Steps
7. Verbiage is a ----- barrier in communication.  
A) Retention                      B) Perceptual                      C) Semantic                      D) Cultural
8. The father of Indian factual films:  
A) Dada Saheb Phalke                      B) Harischandra S Bhatavdekar  
C) R P Panjpe                              D) Ardeshir Irani
9. Franklin D Roosevelt in 30's and 40's addressed America through his radio speeches namely -----.  
A) Fireside Chats                        B) Love is on the Air  
C) Viewpoint Commentary              D) Voice of America
10. In 1802, the term 'Editor' as we know it today was used for the first time by:  
A) James Perry                              B) Paul Julius Reuters  
C) Charles Havas                        D) Bernhard Hoff

11. A one or two worded label attached to a story when it is filed, enabling it to be identified correctly during the subbing process but not included in the published version is:
- A) Slug            B) Bleed            C) Blurb            D) Reel
12. The Chinese doctor who raised alarm about the *coronavirus* outbreak :
- A) Jack Ma        B) Li Wenliang    C) YalqunRosi    D) Huishong Wu
13. ‘Citizen Kane’ a famous film by Orson Welles was based on the life of the US press magnete -----.
- A) William Randolph Hearst    B) Joseph Pulitzer  
C) Oprah Winfrey                D) Ted Turner
14. A meaning contained within the form of text that is neither obvious nor explicit, but which may be implied is :
- A) Denotation    B) Code            C) Semiotics    D) Connotation
15. The terms ‘digital natives’ and ‘digital immigrants’ are popularized by an article written by -----in 2001.
- A) Manuel Castells                B) Norbert Weiner  
C) Marc Prensky                 D) John Von Neumann
16. The director of the movie ‘The Social Network’ which portrayed the founding of the Facebook and the allied controversies.
- A) David Fincher                 B) James Cameron  
C) Tim Burton                    D) Robert Zemeckis
17. ----- is a Herman- Chomsky filter in their propoganda model that criticizes and even takes punitive measures against journalists or news organisations that defy consensus.
- A) Fear Ideology                 B) Flak  
C) Funding                        D) Sourcing
18. ----- is a type of audio or visual documentary that allows the action to unfold as if the presence of the camera or producer can go unnoticed by those who are being filmed or recorded.
- A) News documentary            B) Semi documentary  
C) Narrative documentary       D) Fly-on-the-wall documentary
19. ‘Events that coincide with the routines of a news organization is more likely to be selected for news coverage’ says Galtung and Ruge. They identified this as a news value known as :
- A) Frequency    B) Composition    C) Prominence    D) Consonance
20. The scholar who was instrumental in the evolution of gate keeping model in journalism.
- A) David Manning White        B) E X Dance  
C) Paul Lazaesfeld                D) Walter Lippman
21. ‘Field of experience’ is a concept associated with -----’s model of communication.
- A) Dean E. Barnlund                B) Riley and Riley  
C) Wilbur Schramm                D) E X Dance

22. ----- can be measured as one's degree of freedom of choices in selecting messages.  
 A) Information access                      B) information overload  
 C) Information entropy                     D) All of the above
23. 'The most important thing in communication is hearing what isn't said'- Who had given this definition for communication?  
 A) Colin Chery                                B) Peter Drucker  
 C) Ashley Montagu                         D) Conrad & Poole
24. Match the following:-  
 a. Phenomenological theory                1. Lev Vygotsky  
 b. Cybernetics theory                        2. G H Mead  
 c. Socio-Psychological theory              3. Carl Roger  
 d. Socio-Cultural theory                     4. Norbert Weiner  
 A) a-2, b-1, c-4, d-3                        B) a-4, b-3, c-1, d-2  
 C) a-2, b-4, c-1, d-3                        D) a-3, b-4, c-2, d-1
25. Perceptual and means and control dimensions are explained in ----- model of communication.  
 A) George Gerbner                         B) Theodore M Newcombe  
 C) De Vito                                     D) Schannon and Weaver
26. The most appropriate measure of dispersion:  
 A) Standard Deviation                      B) Arithmetic Mean  
 C) Range                                        D) Quartile Deviation
27. The head of the committee for data protection frame work which submitted its report in 2018:  
 A) Justice H L Dattu                         B) Justice B N Srikrishna  
 C) Justice B S Chauhan                     D) Justice Ranjan Gogoi
28. 'Ten arguments for deleting your social media accounts right now' is a book by :  
 A) Canthy O'Neil                              B) Tim Kendall  
 C) Elon Musk                                  D) Jaron Lanier
29. Twitter has been asked to shut down some selected pages of celebrities followed by Disha Ravi tool kit case by invoking the provisions of ----- of Indian IT Act.  
 A) Section 66A    B) Section 69    C) Section 66    D) Section 67
30. "O'Cracy, D.E.M., beloved husband of T. Ruth, loving father of L.I. Bertie, brother of Faith, Hope and Justicia, died on June 26" – This is an obituary appeared in Times of India to protest against the imposition of emergency in 1975. Name the journalist who wrote this.  
 A) Ashok Mahadevan                        B) Jaideep Bose  
 C) Inder Malhotra                             D) Prabhu Chawla
31. Employees of the organization are-----.  
 A) Internal Public                             B) External Public  
 C) Target Public                                D) None of these



44. The normative theory which advocates media support for cultural pluralism at a grass-roots level:  
 A) Social responsibility theory    B) Development Media Theory  
 C) Free press theory                D) Democratic Participant Theory
45. Assertion (A) : Individual difference theory and Social category theory recognize the direct, immediate and powerful influence of media among people.  
 Reason (R) : This is because of the mediation by individual differences, group membership and relationships  
 A) A is true but R is wrong        B) A is wrong but R is true  
 C) Both A and R are true          D) Both A and R are wrong
46. Point out the proposition which is not a part of Leon Festinger's Cognitive dissonance theory.  
 A) People engage in dissonance reduction by lowering the importance of one of the discordant factors  
 B) People moves on to a state of silence if the majority view is against their beliefs  
 C) People add more consonant elements to seek cognitive consistency  
 D) People change one of the dissonant factors to achieve a state of mental equilibrium
47. In Cultivation Analysis, a series of questions about the incidence of crime and violence are used to distinguish heavy and light viewers. This is known as:  
 A) Reality Index                      B) Mean World Index  
 C) Violence Index                    D) Resonance Index
48. Stuart Hall's approach to audience research which focused on how various types of audience make sense of media texts is known as:  
 A) Use studies                        B) Effects Studies  
 C) Gratification studies            D) Reception Analysis
49. 'Media draw attentions to some aspects of political life at the expense of others is a theoretical proposition which is known as:  
 A) Agenda setting                    B) Priming  
 C) Framing                            D) Spiral of silence
50. Law of Effect-Reinforcement' is a concept associated with -----.  
 A) Social Learning                  B) Classical conditioning  
 C) Operant conditioning            D) Trial and error
51. A scheduling strategy whereby a very popular programme, such as a crime series will be placed at the peak of prime time while less popular programmes such as documentaries will be hung around it is:  
 A) Tent-poling                        B) Cliff hanging  
 C) Sandwiching                      D) Zapping





73. Physical Quality of Life Index (PQLI) was developed by:  
 A) Overseas Development Council  
 B) UNDP  
 C) UNESCO  
 D) UNESCAP
74. Match the following:  
 a. Media as Magic Multiplier  
 b. Media as Mobility Multiplier  
 c. Age of Mass Consumption in growth model  
 d. Laggards of development
1. W W Rostow  
 2. Wilbur Schramm  
 3. Everette M Rogers  
 4. Daniel Lerner
- A) a-2, b-1, c-3, d-4                      B) a-4, b-3, c-1, d-2  
 C) a-2, b-4, c-1, d-3                      D) a-3, b-4, c-2, d-1
75. If an individual possess more wealth than his requirement, he should hold the surplus wealth in trust of society. The doctrine of trusteeship is the foundational pillar of -----.  
 A) Marxian school of thought on development  
 B) Gandhian school of thought on development  
 C) Quesnay's Physiocracy school  
 D) Malthusian ideas of growth and wealth
76. Assertion (A): According to independent SITE evaluation studies, the programme was a huge success because of seamless telecast, superior hardware, and appropriate presentation in an easy-to-understand language.  
 Reason (R): People found entertainment value in messages which contain information of SITE programme that are related to health, agriculture, family planning etc.
- A) Both A and R are true                      B) Both A and R are wrong  
 C) A is true but R is wrong                      D) A is wrong but R is true
77. The second five year plan of India was based on:  
 A) Harrod-Domar model                      B) Mahalanobis model  
 C) Keynesian model                      D) Friedman's model
78. 'Our village Chhatera' was a development journalism experiment initiated by:  
 A) B G Varghese                      B) P Sainath  
 C) G N S Raghavan                      D) Edathatta Narayanan
79. 'Jatra' is a folk theatre of :  
 A) Bengal                      B) Odisha                      C) Gujarat                      D) Bihar
80. 'Language is not a system of positive designations, but of negative differentiations' – Who said this?  
 A) Claude Levi- Strauss                      B) Charles Sanders Pierce  
 C) Umberto Eco                      D) Ferdinand De Saussure



81. A style of reporting incorporating a variety of literary techniques and conventions to place the journalist at the centre of the narrative is:  
 A) Pack Journalism                      B) Precision Journalism  
 C) Gonzo Journalism                      D) All of the above
82. Media was referred as the 'ideological state apparatus' by:  
 A) Louis Althusser                      B) Antonio Gramsci  
 C) Theodore Adorno                      D) David Hume
83. -----, a radio drama was cited as the best example to prove hypodermic needle theory.  
 A) Death from the Deep                      B) Realism in Radio  
 C) War of the Worlds                      D) The Shadow: The Death House Rescue
84. Name the legendary Radio/Television journalist who exposed Joseph McCarthy who vilified many in the name of alleged communist sympathy.  
 A) Edward R Murrow                      B) Mike Wallace  
 C) Walter Cronkite                      D) Larry King
85. Exaggerations about a product or service made for the purpose of attracting buyers is:  
 A) Elasticity      B) Bait                      C) Bulldog      D) Puffery
86. An event or item that continues to develop over a period of time is:  
 A) Running story                      B) Follow up  
 C) Spot story                      D) Special story
87. A smaller item linked to the longer story that it accompanies is:  
 A) Kicker      B) Honey      C) Side bar      D) Anchor
88. ----- is the study of the use of time in non-verbal communication.  
 A) Haptics      B) Proxemi      C) Chronemics      D) Kinesics
89. The environment created through digital networks where a person encounters information or opinions that reflect and reinforce his own is:  
 A) Filter bubble                      B) Patreon  
 C) Echo chamber                      D) Digital paralysis
90. Which newspaper founded by Raja Ram Mohun Roy was closed down in protest against the press regulations of 1823?  
 A) Sambad Kaumudi                      B) Mirut Al Akhbar  
 C) Brahminical Magazine                      D) Samachar Chandrika
91. Name the newspaper in which the famous writer Rudyard Kipling worked as a journalist:  
 A) Civil and Military Gazette                      B) Statesman  
 C) Friend of India                      D) The Hindu
92. The editor of *Independent* owned by Pandit Motilal Nehru until 1921:  
 A) Dadabhai Naoroji                      B) Surendranath Bannerji  
 C) Bipin Chandra Pal                      D) G Subrahmanya Iyer

93. The newspaper editor who vehemently criticized British Special Officer W.C. Rand for his inhuman treatment to Indians to contain plague that ravaged Maharashtra during 1896-97.
- A) BalagangadharTilak                      B) Gopala Krishna Gokhale  
C) M C Ranade                                  D) Aurobindo Ghose
94. -----was credited with the beginning of first formal journalism education course in India.
- A) Sardar K M Panikkar                      B) B G Horniman  
C) Annie Besant                                D) Col. Macaulay
95. ----- the publisher of *Young India* was prosecuted for sedition along with Gandhiji in 1922.
- A) Motilal Nehru  
B) SardarVallabhai Patel  
C) Moulana Abdul Kalam Azad  
D) Shankarlal Banker
96. The Right to Information (Amendment) Act 2019 deals with:
- A) Giving powers to government to set salaries and service conditions for information commissioners  
B) Providing information *suomotu* by every public authority  
C) Appeal system after rejection of RTI queries  
D) All of the above
97. The Latin American writer who was a member of the Macbride Commission:
- A) Gabriel Garcia Marquez                B) Pablo Neruda  
C) Octavio Paz                                  D) Carlos Fuentes
98. The first president of IFWJ:
- A) Pothan Joseph                                B) M Chalapathi Rau  
C) Adhir C. Banerjee                          D) T R Ramaswamy
99. Which one of the following country is **not** a signatory of UN Convention on the Rights of Child?
- A) USA                      B) UK                      C) India                      D) China
100. Which of the following newspaper does not use Berliner format?
- A) Le Monde                                      B) The Guardian  
C) La Stampa                                      D) The New York Times
101. Who was the whistle blower behind the Facebook- Cambridge Analytica scandal that revealed extraction of personal data without consent in order to use for political advertising that favoured Donald Trump?
- A) Edward Snowden                            B) Bradley Manning  
C) Mark Felt                                      D) Christopher Wylie
102. The act of pasting up outdoor posters over bill boards or on empty structures, walls etc. often without permission is:
- A) Sniping                      B) Sky-writing                      C) Marquee                      D) Sandwiching

103. ----- is a measure of internal consistency and reliability of a set of scales.  
 A) Chronbach's Alpha                      B) Beta coefficient  
 C) Pierson's Rho                              D) Spearman Rho
104. ----- acquired fame through the still photographs of Satyajit Ray films and the director's profile photographs.  
 A) Atul Kasbekar                              B) Raghu Rai  
 C) Nemaï Ghosh                                D) Homai Vyarawalla
105. The Soviet response to Marshall Plan which helped in rebuilding the US aligned countries after Second World War:  
 A) Kruschchev Plan                            B) Molotov Plan  
 C) Stalin Plan                                    D) Kamenev Plan
106. Who among the following has contributed to the feminist perspectives of journalism?  
 A) Kalpana Sarma                              B) Ammu Joseph  
 C) Laxmi Murthy                                D) All of the above
107. Name the theoretician who has successfully demonstrated the relevance of catharsis theory in Mass Communication  
 A) Ball Rokech                                 B) Joseph Klapper  
 C) Herbert Schiller                             D) Seymour Feshbach
108. The section of the Official Secrets Act(1923) which prescribes punishment for unauthorized communication of any secret?  
 A) Section 2                                      B) Section 3  
 C) Section 4                                      D) Section 5
109. The editor who was reprimanded for publishing a derogatory article against the speech made by Acharya J B Kripalani in Indian Parliament in 1961?  
 A) Pothan Joseph                              B) Chalapathy Rau  
 C) R K. Karanjia                                D) Nikhil Wagle
110. 'Bring about the greatest amount of good for greatest number'- is an ethical concept associated with:  
 A) Deontology                                 B) Utilitarianism  
 C) Sarvodaya                                    D) Ethical egoism
111. The national newspaper which appointed an ombudsman for the first time in Indian press history:  
 A) Times of India                                B) The Hindu  
 C) The Indian Express                        D) Hindustan Times
112. The period of copyright protection in India is ----- years  
 A) 40    B) 50  
 C) 60    D) 70

113. Identify the case which led to the landmark Supreme Court judgment that had emphasised the constitutional protection for online free expressions under Article 19 (1) (A).  
A) Harpal Singh vs State of Punjab  
B) Shreya Singhal vs Union of India  
C) Google India Pvt Ltd. vs Visaka Industries Ltd.  
D) VyaktiVikas Kendra vs Jitendar Bagga and Google
114. The viceroy of British India who promulgated controversial Vernacular Press Act in 1878:  
A) Lord Lytton B) Lord Rippon  
C) Lord Canning D) Lord Hastings
115. The right to privacy is a constitutionally protected fundamental right in India. This aspect was held by the constitution bench of Supreme Court in -----case.  
A) GolakNath vs. State of Punjab  
B) Navtej Singh vs. Union of India  
C) Kesavananda Bharti vs. State of Kerala  
D) Justice K.S. Puttaswamy vs. Union of India
116. The founder- editor of *Vivekodayam* (1904) *masika*:  
A) Kumaranasan B) C. V. Kunjuraman  
C) Kesari Balakrishna Pillai D) Kerala Varma Valiya Koyithamburan
117. Identify the publication which was not edited by Swadeshabhimani Ramakrishna Pillai:  
A) Kerala Darpanam B) Kerala Panchika  
C) Kerala Patrika D) Upadhyayan
118. -----of Indian constitution provides that all citizens have the right to assemble peaceably and without arms.  
A) Article 18 B) Article 19 C) Article 20 D) Article 21
119. First amendment of the Constitution of India dealt with:  
A) Restrictions on freedom of speech and express  
B) Validation of zamindari abolition laws  
C) Protection for laws that help weaker sections of the society  
D) All of the above
120. Reasonable restrictions imposed on the freedom of speech and expression in Indian constitution is through -----:  
A) Article 19(1) B) Article 19(2)  
C) Article 21 D) Article 15
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