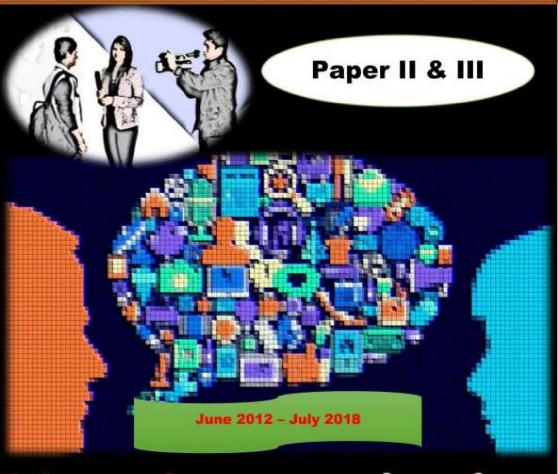
NTA UGC NET

Previous Years' Solved Papers



Mass Communication



Journalism

By GkSeries

- 1. July 2018
- i. Paper II
- 2. Nov 2017
- i. Paper II
- ii. Paper III
- 3. January 2017
 - i. Paper II
 - ii. Paper III
- 4. July 2016 (28-08-2016)
 - i. Paper II
 - ii. Paper III
- 5. July 2016 (10-07-2016)
 - i. Paper II
- 6. December 2015
 - i. Paper II
- 7. June 2015
- i. Paper II
- ii. Paper III
- 8. December 2014
 - i. Paper II
 - ii. Paper III
- 9. June 2014
- i. Paper II
- ii. Paper III
- 10. December 2013
 - i. Paper II
 - ii. Paper III
- 11. September 2013 (re-conducted on 08-09-2013)
 - i. Paper II
 - ii. Paper III
- 12. June 2013
- i. Paper II
- ii. Paper III
- 13. December 2012
 - i. Paper II
 - ii. Paper III
- 14. June 2012
- i. Paper II
- ii. Paper III

MASS COMMUNICATION AND JOURNALISM (July 2018) PAPER - II

Note: This paper contains hundred (100) objective type questions of two (2) marks each. All questions are compulsory.

1.	Newspaper 'Iskra' belongs to :							
	(1) Japan	(2) North Korea		(3) The Phillippines	(4) Russia			
2.	In the mediated world, temporary and incomplete consensus is called :							
	(1) Publicity	(2) Public opinio	n	(3) Public relations	(4) Propaganda			
3.	Cultivation analysis is a :							
	(1) Hierarchal perspective			Political perspective				
	(3) Non-creative perspective		(4)	Stalagmite perspective				
4.	Mass media legitimise the audience's :							
	(1) Family relations			Power structure				
	(3) Political connections		(4)	Prestige and status				
5.	King and Cushman have described grassroots participation, local knowledge and cultural beliefs as:							
	(1) New myths	(2) Old myths		(3) New fads	(4) Cultural fashion			
6.	Walter Lippmann's public opinion reflects the early perception of :							
	(1) Direct media effects		(2)	Indirect media effects				
	(3) Passive media effects		(4)	Unclear media effects				
7.	Henri Lefébvere, in relation to mass media, proposed the concept of :							
	(1) Social conflict		(2)	Media oligarchy				
	(3) Commonplace commodity		(4)	Spectacle				
8.	For Enzensberger, the phrase 'The medium is the message' is:							
	(1) A prominent thesis		(2)	A generalised production				
	(3) Yet another me	ssage	(4)	An aesthetic construc	tion			

9.	One of the emancipatory uses of media is :							
	(1) Collective production		(2)	Centrally-controlled programmes				
	(3)	Depoliticisation		(4)	Production by speci	alists		
10.	The relationship between media institutions with social power and the ideas that they circulate is often referred to as :							
	(1) /	Articu l ation	(2) Stereotype		(3) Ideology	(4) Chain concept		
11.	Immanuel Kant developed :							
	(1) Deontological theory							
	(2) Teleological theory							
	(3)	(3) Relativism						
	(4)	Justice theory						
12.	A major recommendation of the Mac Bride Commission was :							
	(1) Centralisation of media ownership							
	(2) Restriction on technology transfer							
	(3)	Democratisatio	n of media					
	(4)	Higher tariff for t	elecommunication					
13.	'Our village chhatera' was a well-publicised :							
	(1)	Column		(2)	Cartoon			
	(3)	Newspaper		(4)	Weekly magazine			
14.	The inverted pyramid style in newspaper content is normally used for :							
	(1)	Features		(2)	Society news			
	(3)	Editorials		(4)	Hard news			
15.	The circle technique of feature writing is also known as :							
	(1)	The tie-back	(2) The recap		(3) Customisation (4)	4) Encirclement		
16.	Modular design of newspapers pre-supposes :							
	(1)	Long headlines		(2)	Short text			
		Running column	S	(4)	Less use of white sp	pace		