

**NTA UGC NET**

**Previous Years' Solved Papers**



**Paper II & III**



**June 2012 - July 2018**

**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 Phillipines              (4) **Russia**
2. In the mediated world, temporary and incomplete consensus is called :  
(1) Publicity                      (2) **Public opinion**              (3) Public relations              (4) Propaganda
3. Cultivation analysis is a :  
(1) Hierarchal perspective                      (2) Political perspective  
(3) Non-creative perspective                      (4) **Stalagmite perspective**
4. Mass media legitimise the audience's :  
(1) Family relations                      (2) 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 message**                      (4) An aesthetic construction

9. One of the emancipatory uses of media is :
- (1) **Collective production** (2) Centrally-controlled programmes  
(3) Depoliticisation (4) Production by specialists
10. The relationship between media institutions with social power and the ideas that they circulate is often referred to as :
- (1) Articulation (2) Stereotype (3) **Ideology** (4) Chain concept
11. Immanuel Kant developed :
- (1) **Deontological theory**  
(2) Teleological theory  
(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) **Democratisation of media**  
(4) Higher tariff for telecommunication
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) Encirclement
16. Modular design of newspapers pre-supposes :
- (1) Long headlines (2) **Short text**  
(3) Running columns (4) Less use of white space