

MASS COMMUNICATION AND JOURNALISM

PAPER - II

Note : This paper contains fifty (50) objective type questions of two (2) marks each. All questions are compulsory.

1. Aurobindo Ghosh's Journal was :

- (1) Satyavadini
- (2) **Dharma**
- (3) Swadesimitran
- (4) Bala Bharathi

2. _____ are arbitrary, abstract and represent unseen phenomena.

- (1) **Symbols**
- (2) Signs
- (3) Rules
- (4) Codes

3. Priming effect of Leonard Berkowitz focusses on :

- (1) Political manipulations
- (2) **Television Violence**
- (3) Individualism
- (4) Personal Relations

4. Who is the author of the book 'Pen as my sword' ?


- (1) **K. Rama Rao**
- (2) S.K. Rau
- (3) M. Chalapathi Rao
- (4) S. Prakasa Rao

5. The information processing theory argues that our cognitive resources are :

- (1) Large
- (2) Superflous
- (3) **Limited**
- (4) Unreliable

6. The positioning of news stories to highlight some aspects of a political issue is known as :

- (1) Frame of reference
- (2) Semantic noise
- (3) Homophily
- (4) **Priming**

7. Which folk drama is known for its humour and social criticism ?
(1) Yakshagana of Karnataka (2) Nautanki of Uttar Pradesh
(3) **Kariyala of Himachal Pradesh** (4) Mohiniyattam of Kerala
8. Deliberate manipulation of communication was referred to as :
(1) Campaigning (2) **Propaganda** (3) Advertising (4) Gossip
9. The concept of structural violence as related to mass communication can be traced to :
(1) **Johann Galtung** (2) Jacob Thompson
(3) William Parker (4) Mark Pearson
10. The lack of access to communication technology among people of different races, the poor, the disabled and the rural communities is known as :
(1) Group conformity (2) Technically savvy
(3) Group deviance (4) **Digital divide**
11. The 'Copyright day' is observed on :
(1) February 01 (2) October 15 (3) July 05 (4) **April 23**
12. Holism refers to :
(1) Interdependent systems exchange information
(2) **Consists of sub-systems and supra-system affects every other part**
(3) System have boundaries that separate them
(4) Interpenetrating systems freely exchange information
13. Logo is an identifying mark of a :
(1) Product (2) **Company** (3) Person (4) Purchaser
14. Bernard Berelson developed the research method :
(1) **Content analysis** (2) Telephone interview
(3) Action research (4) Focus group discussion
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15. Purposive Sampling is not amenable to :
- (1) Field work (2) Testing
(3) Descriptive statistics (4) **Inferential statistics**
16. The textuality of television is considered as :
- (1) Limited (2) Indeterminate (3) Monosemy (4) **Inter-textual**
17. The Limited Effect Theory was developed by :
- (1) Coillion Cowper (2) John Abraham
(3) Elihu Katz (4) **Joseph Klapper**
18. In innovation diffusion theory, those who directly influence early adopters are known as :
- (1) Rejectors (2) Enforcers (3) Commentators (4) **Change agents**
19. DPA is a news agency of _____.
- (1) Spain (2) Sweden (3) Finland (4) **Germany**
20. Identify the scale which is simply a system of assigning numbers to events :
- (1) Ordinal scale (2) Internal scale (3) **Nominal scale** (4) Ratio scale
21. E.M. Rogers' work of 'diffusion of innovations' illustrates the power of :
- (1) **Meta-analysis** (2) Content analysis
(3) Group analysis (4) Cognitive effects
22. Most commonly used method specially in studies relating to behavioural sciences :
- (1) **Observation Method** (2) Survey Method
(3) Interview Method (4) Content Analysis Method

23. “The need for decolonisation and democratisation of information and communication” was propagated by :

- (1) **The New World Information and Communication Order (NWICO)**
- (2) Monopoly of broadcasting
- (3) The Marxist Theory of Media and Society
- (4) Copyright Policies

24. The term, objectivity rituals, is used in :

- (1) **News reporting**
- (2) Public relations
- (3) Advertising
- (4) Cultural communication

25. Identify one of the key recommendations of the First Press Commission :

- (1) **Setting up of the office of Registrar of Newspapers of India**
- (2) Abolition of Press Council of India
- (3) Introduction of Article 19 (1) (A)
- (4) Special privileges to newspaper owners

26. Assertion (A) : The do-it-yourself digital tools offer an audience public control over media environment.

Reason (R) : The dominant media models are resorting to unbridled supply of frivolous entertainment to survive.

Code :

- (1) **Both (A) and (R) are true.**
- (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

27. Assertion (A) : Editorial neutrality and political detachment are a great journalistic tradition.

Reason (R) : Partisan media systems result in an alliance between a section of the media and government, which is a positive result.

Code :

- (1) Both (A) and (R) are true.
- (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (3) **(A) is true, but (R) is false.**
- (4) (A) is false, but (R) is true.

28. Assertion (A) : There have been fast paced shifts in media management paradigms all over the world.

Reason (R) : The emergence of new semiotic socio-political order has affected the media economics to a large extent.

Code :

- (1) **Both (A) and (R) are true.**
- (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

29. Assertion (A) : The mainstream media managers have now lost the way to hold their audiences intact.

Reason (R) : For, in the new socio-technical world, audiences produce their own contents and meanings.

Code :

- (1) Both (A) and (R) are true.
- (2) **Both (A) and (R) are true, but (R) is not the correct explanation of (A).**
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

30. Assertion (A) : The convergent technology is transforming the socio-cultural orders all over the world.

Reason (R) : The new media have offered expanded options for the users to experiment with.

Code :

- (1) **Both (A) and (R) are true.**
- (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

31. Assertion (A) : The distinctions among different media are getting erased fast.

Reason (R) : The convergent digital technology has made the hybrid media possible.

Code :

- (1) **Both (A) and (R) are true.**
- (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

32. Assertion (A) : The counter-hegemonic media practices will be marginalised in due course.
Reason (R) : It is to neutralise the threat they pose to the established media order.
Code :
(1) Both (A) and (R) are true.
(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
(3) (A) is true, but (R) is false.
(4) (A) is false, but (R) is true.
33. Assertion (A) : The Indian film industry represents a splintered semiotics of inter-cultural integration.
Reason (R) : Films in India frequently project sub-cultural themes to exhibit identity integration.
Code :
(1) Both (A) and (R) are true.
(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
(3) (A) is true, but (R) is false.
(4) (A) is false, but (R) is true.
34. Assertion (A) : The issue of hyphenated identities dot the discourse of new international information and communication order.
Reason (R) : The issues of identity and culture often work against cultural homogenisation prompted by Western media.
Code :
(1) Both (A) and (R) are correct.
(2) Both (A) and (R) are correct, but (R) is not the correct explanation of (A).
(3) (A) is true, but (R) is false.
(4) (A) is false, but (R) is true.
35. Assertion (A) : Mutual understanding forms the basis of an open, two-way communication in Public Relations.
Reason (R) : For, it enables an organisation to influence public opinion, public judgement and public behaviour.
Code :
(1) Both (A) and (R) are true.
(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
(3) (A) is true, but (R) is false.
(4) (A) is false, but (R) is true.
36. Find out the correct chronological sequence of the following Newspapers.
(1) Forward, Bombay Chronicle, Swarajya, National Herald
(2) National Herald, Bombay Chronicle, Swarajya, Forward
(3) Bombay Chronicle, Swarajya, Forward , National Herald
(4) Swarajya, National Herald, Forward, Bombay Chronicle

37. Identify the correct Chronological sequence of the following television networks.
- (1) **Rupavahini, STAR, Zee TV, Al Jazeera**
 - (2) STAR, Zee TV, Al Jazeera, Rupavahini
 - (3) Zee TV, Al Jazeera, Rupavahini, STAR
 - (4) Al Jazeera, Rupavahini, STAR, Zee TV
38. Write the correct sequence of the following top magazines of the world.
- (1) **Time, Reader's Digest, Cosmopolitan, National Geographic**
 - (2) **Reader's Digest, Cosmopolitan, National Geographic, Time**
 - (3) **Cosmopolitan, National Geographic, Time, Reader's Digest**
 - (4) **National Geographic, Time, Reader's Digest, Cosmopolitan**
39. Find out the correct chronological sequence of the following films.
- (1) Sita Bibaha, Joymati, Kalidas, Ayodyacha Raja
 - (2) **Kalidas, Ayodyacha Raja, Joymati, Sita Bibaha**
 - (3) Ayodyacha Raja, Joymati, Sita Bibaha, Kalidas
 - (4) Joymati, Sita Bibaha, Ayodyacha Raja, Kalidas
40. Identify the sequence of the following research studies.
- (1) Communication and perception, War propaganda, experiments in mass communication, voter studies
 - (2) War propaganda, experiments in mass communication, voter studies, communication and perception
 - (3) **Voter studies, War propaganda, experiments in mass communication, communication and perception**
 - (4) Experiments in mass communication, communication and perception, voter studies, War propaganda
41. Match the following :
- | List - I
(Author) | List - II
(Book) |
|----------------------|------------------------|
| (a) Veer Sanghvi | (i) Emergency Retold |
| (b) M J Akbar | (ii) Mandate |
| (c) Kuldeep Nayyar | (iii) Emergency |
| (d) Coomi Kapoor | (iv) A Mirror to power |
- Code :
- (a) (b) (c) (d)
 - (1) **(ii) (iv) (i) (iii)**
 - (2) (iv) (i) (iii) (ii)
 - (3) (i) (ii) (iii) (iv)
 - (4) (ii) (iii) (iv) (i)

42. Match the following :

List-I

(Brand)

- (a) Beardo
- (b) Panasonic LED Light
- (c) Denever
- (d) Boch India

List-II

(Tag Line)

- (i) The real scent of success
- (ii) Future connected for a smarter India
- (iii) Perfectly built
- (iv) Be a man

Code :

(a) (b) (c) (d)

(1) (iv) (iii) (i) (ii)

(2) (iii) (iv) (ii) (i)

(3) (i) (ii) (iv) (iii)

(4) (ii) (i) (iii) (iv)

43. Match List-I with List-II :

List-I

(Brand)

- (a) BMW
- (b) Scoda Octiva
- (c) Datsun
- (d) Honda City

List-II

(Tag Line)

- (i) Simply clever
- (ii) Sheer Driving pleasure
- (iii) World's Ahead
- (iv) Break Through

Code :

(a) (b) (c) (d)

(1) (ii) (i) (iv) (iii)

(2) (i) (ii) (iii) (iv)

(3) (iv) (iii) (i) (ii)

(4) (iii) (iv) (ii) (i)

44. Match List-I with List-II :

List-I	List-II
(a) Trade books	(i) Educational in character
(b) Paperbacks	(ii) For general consumer
(c) Textbooks	(iii) For Specialists
(d) Professional books	(iv) All things to all people

Code :

- (a) (b) (c) (d)
- (1) (ii) (iv) (i) (iii)
- (2) (iii) (ii) (iv) (i)
- (3) (ii) (i) (iv) (iii)
- (4) (iv) (iii) (ii) (i)

45. Match the following tag line :

List-I	List-II
(Brand)	(Tag Line)
(a) Microtek	(i) Go beyond
(b) Nasaka RO	(ii) Easy clean
(c) Olive Active Oil	(iii) Be health sure
(d) Berger Paints	(iv) Technology we live

Code :

- (a) (b) (c) (d)
- (1) (ii) (iv) (i) (iii)
- (2) (i) (ii) (iii) (iv)
- (3) (iv) (iii) (i) (ii)
- (4) (iii) (i) (iv) (ii)

Read the passage carefully and answer questions from No. 46 to No. 50

With the proliferation of printed and especially broadcast media in the late nineteenth and early-twentieth century serious concerns about the social impact of the mass media emerged. There was considerable excitement about the positive and constructive contribution of the media to peaceful international relations. Such positive expectations were expressed in the 1933 Convention for Facilitating the International Circulation of Films of an Educational Character. This Convention was signed at Geneva on October 11, 1933. The Contracting parties to the Convention, which was registered with the secretariat of the League of Nations, considered the international circulation of educational films which contribute “towards the mutual understanding of peoples, in conformity with the aims of the League of Nations and consequently encourage moral disarmament” highly desirable. In order to facilitate the circulation of such films the signatories agreed to exempt their importation, transit, and exportation from all Customs duties and accessory charges of any kind. There was however also a serious concern about the negative social impact of the mass media. A moral, educational concern was expressed regarding the spread across borders of obscene publications. This concern resulted in the adoption of the 1910 and 1924 treaties on traffic in obscene publications. The 1924 International Convention for the Suppression of the Circulation of and Traffic in Obscene Publications declared it a punishable offence “to make or produce or have in possession (for trade or public exhibition) obscene writings, drawings, prints, paintings, printed matter, pictures, posters, emblems, photographs, cinematograph films or any other obscene objects.” It was also punishable to import or export said obscene matters for trade or public exhibition and persons committing the offence “shall be amenable to the Courts of the Contracting Party in whose territories the offence... was committed.” Concern about the negative impact of the mass media also arose from the increasing use of the mass media (in the course of the nineteenth century) as instruments of foreign diplomacy. Although this was particularly the case with the newspapers, the development of wireless radio did significantly increase the potential for this new form of diplomacy. Increasingly diplomats shifted from traditional forms of silent diplomacy to a public diplomacy in which the constituencies of other states were directly addressed. In most cases this in fact amounted to the propagandistic abuse of the radio. During World War I an extensive use was made of the means of propaganda. This psychological warfare continued after the war had ended and International short wave radio began its proliferation.

46. What was the issue related to the proliferation of media in the early twentieth century ?

- (1) Media reach
- (2) **Social impact**
- (3) Passive excitement
- (4) Competition among media



47. The Geneva Convention wanted the promotion of educational films to :
- (1) Export them
 - (2) Import them
 - (3) Encourage their circulation
 - (4) **Support moral disarmament**
48. The 1924 International Convention made the declaration that the trade and public exhibition of obscene matters are :
- (1) **A punishable offence**
 - (2) A transient phenomenon
 - (3) To be exempted from customs duty
 - (4) Artistic representations
49. What was the other concern of the Convention ?
- (1) Emphasis on traditional forms of silent diplomacy
 - (2) Use of newspapers for communication
 - (3) **Use of media as instruments of diplomacy**
 - (4) Understanding the new forms of media
50. The passage has an over-all description of mass media's :
- (1) Role for peaceful purposes
 - (2) Adoption of important treaties
 - (3) Use for educational communication
 - (4) **Positive as well as negative use**

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