

## MASS COMMUNICATION AND JOURNALISM

### PAPER - III

Note : This paper contains seventy five (75) objective type questions of two (2) marks each. All questions are compulsory.

1. The first Indian language newspaper was :
  - (1) Bangadoota
  - (2) Samachar
  - (3) **Digdarshan**
  - (4) Mirat - ul - Akhbar
  
2. In wheel type of communication, \_\_\_\_\_ is dominant.
  - (1) **One person**
  - (2) One group
  - (3) One chain
  - (4) One nation
  
3. The concept of mindful journalism has drawn inspiration from :
  - (1) Hinduism
  - (2) Daoism
  - (3) Christianity
  - (4) **Buddhism**
  
4. According to Haebermas, modern mass media are influenced by :
  - (1) A high degree of ethical conduct
  - (2) New cultural trends
  - (3) Massive public participation
  - (4) **Empty political spectacle**
  
5. Jean Baudrillard has described mass media as a :
  - (1) Social powerhouse
  - (2) Prosperous middle man
  - (3) Political institution
  - (4) **Speech without response**
  
6. When an operating model of communication represents some aspect of reality , it represents :
  - (1) Stimulation
  - (2) Stagnation
  - (3) **Simulation**
  - (4) Stratification

7. In symbolic interaction, artificial signs that produce highly predictable responses are known as :
- (1) **Signals**                      (2) Signs                      (3) Symbols                      (4) Variants
8. Initial stage of interpersonal communication is called :
- (1) **The phatic stage**                      (2) The intimate stage  
(3) The personal stage                      (4) The public stage
9. 'Mental images' that enable people to classify objects and to structure responses are known as :
- (1) Stereotypes                      (2) Verbal commands  
(3) Non verbal cues                      (4) **Typifications**
10. In cultivation analysis, when viewers identify the television contents with their daily events, this phenomenon is known as :
- (1) Redundancy                      (2) Cultural cues  
(3) Proxy                      (4) **Resonance**
11. The post-modernist media studies hinge on :
- (1) Collectivism                      (2) Religious leadership  
(3) Inspirational illusions                      (4) **Aesthetic politics**
12. Media audiences respond selectively to the media due to their own interpretation of \_\_\_\_\_ of their daily life.
- (1) **Social discourses**                      (2) Creative production  
(3) Unwanted innovations                      (4) Unclear conformities
13. Critical theories of mass communication are \_\_\_\_\_ in character.
- (1) **Political**                      (2) Insignificant                      (3) Symbolic                      (4) Iconic
14. The Vernacular Press Act 1878 was also called as :
- (1) Lytton's Act                      (2) **Gagging Act**  
(3) Full control law                      (4) Coercive control law

15. \_\_\_\_\_ of the statement is not a defence in a criminal proceeding against defamation.
- (1) **Interpretation** (2) **Public approval**  
(3) **Power** (4) **Truth**
16. The operation of Article 19 of the Indian constitution can be suspended under :
- (1) **Article 358** (2) Article 372 (3) Article 378 (4) Article 387
17. The International Federation of Journalists is based in :
- (1) Amsterdam (2) Frankfurt (3) **Brussels** (4) Vienna
18. For Jan Servaes, cultural diversity belongs to the cluster of :
- (1) Normative concepts (2) **Contextual concepts**  
(3) Strategic concepts (4) Advocacy concepts
19. The element of compensatory rivalry usually happens with :
- (1) The researcher (2) **The control group**  
(3) The experimental group (4) The staticians
20. External validity can be achieved through :
- (1) **Random samples** (2) Intervening variables  
(3) Concealing errors (4) Small samples
21. Equal appearing intervals are a characteristic of :
- (1) Likert scale (2) Arbitrary scale  
(3) **Thurstone scale** (4) Cumulative scale
22. The reactions of respondents to experimental situations are identified as :
- (1) Varied response (2) Control variables  
(3) **Demand characteristics** (4) Natural recall

23. The audience fragmentation has increased the demand for :
- (1) **Trend studies**
  - (2) One - shot studies
  - (3) Historical studies
  - (4) Consultative studies
24. The people's meter used by Nielsen Media Research records :
- (1) TV commercials
  - (2) **The programmes watched by people during sweeps**
  - (3) The programmes watched by people at specific times
  - (4) The names of people in households who participate in Nielsen ratings
25. The issue of content management has to do with :
- (1) The movie industry controlling the content and subject matter of films
  - (2) The movie industry's desire that the films be broadcast on TV at the highest quality possible
  - (3) **The movie industry's attempt to have copy protection on movies that are broadcast**
  - (4) The movement on the part of the consumer to have good content in all TV broadcasts
26. Electronic flash memory data storage device used for storing digital information :
- (1) Tripod
  - (2) Flash card
  - (3) Flash Drive
  - (4) **Memory card**
27. \_\_\_\_\_ is used to protect private information stored in computers.
- (1) Professional
  - (2) Puller
  - (3) Phisher
  - (4) **Firewall**
28. Which is the parent company of Google ?
- (1) **Alphabet**
  - (2) Oracle
  - (3) Dell
  - (4) Microsoft
29. The \_\_\_\_\_ film that has won Oscar Award for 2017 is :
- (1) La La Land
  - (2) **Moonlight**
  - (3) Hidden figure
  - (4) Lion

30. Grid card is related to :
- (1) **Broadcast media** (2) Newspapers  
(3) Outdoor media (4) Magazines
31. Sirius is a/an :
- (1) Internet radio (2) **Satellite radio**  
(3) Internet streamer (4) Satellite TV station
32. A time period that precedes or follows prime time on television is identified as :
- (1) Stage time (2) Trial time (3) Adjacent time (4) **Fringe time**
33. The media that has been facing decline in advertising revenue in the Western world is :
- (1) **Newspaper industry** (2) Radio  
(3) Television (4) Google
34. The ABC's(India) digital measurement service is supported by :
- (1) Arbitron (2) Gallup (3) Harris (4) **A.C. Nielsen**
35. In the commercial world, Public Relations and Advertising are associated with :
- (1) Propaganda (2) **Marketing** (3) Diplomacy (4) Secret service
36. Cover×frequency will lead to :
- (1) Hard facts (2) Direct exposure  
(3) **Gross rating points** (4) Tie - in
37. According to Lang and Lang, when individual opinions merge into public opinion, the model that emerges is :
- (1) **Collective dynamics** (2) Hot public opinion  
(3) Public opinion mainstreaming (4) Collateralisation
38. The First World Assembly of Public Relations Associations was held in :
- (1) **Mexico city** (2) New York (3) London (4) Tokyo

39. Banner advertisement is a type of :
- (1) Outdoor Advertising (2) **Interactive Advertising**  
(3) Corporate Advertising (4) Paid Advertising
40. Bipolar objectives are used in :
- (1) **Likert scale** (2) Thurstone scale  
(3) Gutman scale (4) Semantic differential
41. Social marketing theory is essentially \_\_\_\_\_.
- (1) Content - dominated (2) **Source - dominated**  
(3) Receiver - dominated (4) Channel - dominated
42. \_\_\_\_\_ refers to the number of billboards used for an advertisement.
- (1) Cumes (2) **Counter boards** (3) Facings (4) Deckers
43. Who commands higher advertising prices globally for now ?
- (1) **Digital music** (2) Digital news (3) Digital video (4) Television
44. Transition from one scene to another in a TV commercial is referred to as :
- (1) Movement (2) Linkage (3) **Bridge** (4) Run - in
45. The tabloid version of earlier broadsheet newspaper is called :
- (1) Contact print (2) **Compact** (3) Tab (4) Compressor
46. The estimation of story length is called :
- (1) **Casting off** (2) Copy fit (3) Space check (4) Line estimate

47. On Spec in journalistic parlance means :

- (1) Commissioned article
- (2) **Uncommissioned article**
- (3) Additional editorial
- (4) First page feature

48. Fan writing is characterised as a type of textual :

- (1) Preacting
- (2) Problematisation
- (3) **Poaching**
- (4) Presumption

49. Screamer is a/an \_\_\_\_\_ mark normally seen in headlines.

- (1) Question
- (2) Quotation
- (3) **Exclamatory**
- (4) Semicolon

50. Assertion (A) : Modern mass media are responsible for destroying the folk communities.

Reason (R) : The media fare provides scope to have individual judgements to decide what is amoral and what is not.

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.**

51. Assertion (A) : Television is central to 'global mass culture.'

Reason (R) : The flow of television programmes from different directions is more pronounced than ever before to the West.

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.

52. Assertion (A) : The liberal model of media is positive to the growth of democracy.

Reason (R) : Market orientation makes media responsive to public issues.

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.

53. Assertion (A) : Market based media ownership aims to create an informed citizenry.

Reason (R) : Such an architecture of media system delivers enormous amounts of news on public affairs.

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.

54. Assertion (A) : Video podcasting and peer-to-peer networking represent a new architecture of aesthetics.

Reason (R) : Technological evolution has hindered the public access to media.

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.



55. Assertion (A) : The synergy of modern economy with modern mass media is the other face of sophisticated media manipulation.

Reason (R) : Sale of physical and entertainment products is the sole aim of today's corporate media which aims to maximise profits.

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.

56. Assertion (A) : In the present day democracy, the rights and duties of publics to communicate has become less acceptable.

Reason (R) : Because of commercialisation and professionalisation, media viewpoints of others are of little consequence in media content selection.

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.**

57. Assertion (A) : Language and communications are not only social practices, but also political.

Reason (R) : Human communication has the primary objective of self - preservation.

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.

58. Assertion (A) : The invention of Internet was basically not for democratising the global communication system.  
Reason (R) : It was initiated for the US military to control centres to communicate in the eventuality of a nuclear war.  
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.
59. Assertion (A) : People watch television because they are very fond of news.  
Reason (R) : Some news channels are not objective and neutral in their coverage of news.  
Code :  
(1) (A) is true but (R) is not the correct explanation of (A).  
(2) (R) is true but (A) is not the correct explanation of (R).  
(3) Both (A) and (R) are correct.  
**(4) Both (A) and (R) are incorrect.**
60. Assertion (A) : Print media is less socially responsible than the electronic media.  
Reason (R) : Because the electronic media depend heavily on commercial revenue and as such they have to protect their commercial interests.  
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.**
61. Assertion (A) : Guerilla television and video are more than media tools.  
Reason (R) : They reflect the images of rebellion of the oppressed against modern imperialism.  
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.

62. Identify the correct sequence of emergence of different types of journalism :
- (1) Citizen journalism, advocacy journalism, new journalism, alternative journalism
  - (2) Alternative journalism, advocacy journalism, citizen journalism, new journalism
  - (3) New journalism, alternative journalism, advocacy journalism, citizen journalism**
  - (4) Advocacy journalism, new journalism, citizen journalism, alternative journalism
63. Identify the correct chronological sequence of the following statutes :
- (1) The contempt of Court Act, the copyright Act, the Right to Information Act, the young persons (Harmful publications) Act
  - (2) The copyright Act, the young persons (Harmful publications) Act, the Right to Information Act, the contempt of Court Act
  - (3) The Right to Information Act, The young persons (Harmful publications) Act, the copyright Act, the contempt of Court Act
  - (4) The Young Persons (Harmful publications) Act, the copyright Act, the contempt of Court Act, the Right to Information Act**
64. The correct chronological sequence of the following theories is :
- (1) Libertarian, authoritarian, social responsibility, communist
  - (2) Social responsibility, communist, authoritarian, libertarian
  - (3) Communist, libertarian, authoritarian, social responsibility
  - (4) Authoritarian, libertarian, communist, social responsibility**
65. The sequence of language wise circulation of newspapers, as per ABC report of (Jan - June 2016) is :
- (1) English, Malayalam, Tamil, Hindi
  - (2) Hindi, English, Malayalam, Tamil**
  - (3) English, Hindi, Tamil, Malayalam
  - (4) Hindi, Malayalam, English, Tamil

66. Match the following :

List-I  
(Theory)

- (a) Play Theory
- (b) Media Dependency Theory
- (c) Political Socialisation Theory
- (d) Functional Analysis

List-II  
(Author)

- (i) C.R. Wright
- (ii) De Fleur and Ball - Rokeach
- (iii) William Stephenson
- (iv) Patterson and Mc clure

Code :

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

67. Match the following :

List-I  
(Author)

- (a) Harold D Lasswell
- (b) Paul Lazousfeld
- (c) Carl L. Hovel
- (d) Claude and Shannon

List-II  
(Concept)

- (i) Multistep flow
- (ii) Propoganda Techniques
- (iii) Information Theory
- (iv) Persuasion in communication

Code :

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

68. Match the following :

List-I  
(Concept)

- (a) Normative concept
- (b) Context concept
- (c) Strategic concept
- (d) Technique concept

List-II  
(Focus)

- (i) Community mapping
- (ii) Knowledge management
- (iii) Social movements
- (iv) Social inclusion

Code :

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

69. Match the following :

List-I (Organisation)	List-II (Platform)
(a) Google	(i) Skype
(b) News corporation group	(ii) NBC
(c) Microsoft	(iii) Instagram
(d) Comcast	(iv) Myspace.com

Code :

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

70. Match the following :

List-I (Inventor)	List-II (Invention)
(a) Ts'ai Lun	(i) Lithography
(b) Johannes Gutenberg	(ii) Movable types
(c) Alois Senefelder	(iii) Printing Press
(d) Bi Sheng	(iv) Paper

Code :

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

Read the following passage carefully and answer questions from No. 71 to 75.

The practice of being “embedded” has a long history : “from the earliest correspondents in the nineteenth century through to... the Second World War and Vietnam” and most recently with the unprecedented numbers of embedded journalists in the Iraq war. In 2003 the US Pentagon offered over 700 embedded slots to US and non-US journalists. The American taxpayers, rather than news organizations, paid the bill for the training, outfitting, transporting, sheltering, and feeding of the journalists. It became quite difficult for all but the hardest - nosed reporters to be absolutely honest about the soldiers who fed them, transported them, gave them the power they needed for their equipment, and (when necessary) saved their lives from the enemy. That mere word, “enemy”, shows how a mind set was created...If you are with one side in a war, your fortunes and those of the soldiers you are with are pretty tightly intertwined ; deep down you are praying that they won’t fail. This is a common criticism of embedding : it allows the journalist to become too close to those he or she is scrutinizing. Could embedded journalism fulfill the watchdog function of Western journalism when the journalists are embedded with the very people they are meant to be scrutinizing ? The US Pentagon claimed that the significance of embedded journalists was “to tell the factual story - good or bad”, but reporting in such a situation is in danger of being reduced to the TOKENS of patriotism, standing against the “enemy” who is trying to take away “our way of life”. It concluded that embedded journalism in the opening of the 2003 war produced stories that promoted patriotism more than stories that encouraged deliberation. Embedded journalists admittedly reported feeling conflicting loyalties and commented on the one-dimensional nature of their reports. Impartial reporting is not easy when sharing lived experience, and is that much more difficult when the experience is in such an extreme, life-or-death situation. Frontline correspondent Allan Little criticized the reporting done by “embeds”. He argued that the journalist’s job is that of scrutiny and the “hi, mom” reporting done by journalists of their host-soldiers was not scrutinizing anything. Journalists are reliant on multiple sources and in the case of being an “embed”, military sources are the only sources available. The normal practice for journalists to gather information from multiple sources is severely limited when embedded with one battalion or when restricted to safe-zones in Baghdad. The journalist is not in a position to observe what the war is doing to the civilians. As the stand-in eyes and ears of the public, the embedded journalist is unable to provide witness to the consequences of the war in which their government is engaged. It was weeks before the embedded journalists had the opportunity to observe and interview the Iraqi people. The Project for Excellence in Journalism conducted a content analysis of US television coverage from the first week of the war produced by embeds: “The reports avoided graphic material; not one of the stories in the study showed pictures of people being hit by weapons fire”. The Cardiff School of Journalism had similar findings of reports filed by British embeds; the coverage was “full of action, but without the grisly consequences”. Both Gulf Wars lacked detailed coverage of the suffering of the Iraqi people. At the start of both Gulf Wars, Western audiences largely witnessed war without consequences.

71. Who paid for the practice of embedded journalism in the United States ?
- (1) News organisations
  - (2) The US Pentagon
  - (3) **The American taxpayers**
  - (4) Journalists themselves
72. Embedded journalism affected the media function of :
- (1) Supply of news
  - (2) Respecting the soldiers
  - (3) **Objective reporting**
  - (4) Standing against the enemy
73. What was the issue faced by embedded journalists during the 2003 war ?
- (1) Consequences of factual reporting
  - (2) Absence of conflicting loyalties
  - (3) Availability of multiple news sources
  - (4) **One - dimensional reports**
74. Embedded reporting is restricted by :
- (1) **The inability to observe the consequences of war**
  - (2) Sharing lived experience
  - (3) Impartial reporting
  - (4) Opportunities to observe
75. Till date embedded reporting of wars has made people witness :
- (1) Coverage with grisly consequences
  - (2) Safe-zones in conflict areas
  - (3) Suffering of Iraqi people
  - (4) **War with one-sided focus**

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