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(Write Roll Number from left side exactly as in the Admit Card)

Signature of Invigilators

1. _____

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2517

Question Booklet Series

X

PAPER-III

Question Booklet No.

(Identical with OMR Answer Sheet Number)

Subject Code : 25

MASS COMMUNICATION & JOURNALISM

Time : 2 Hours 30 Minutes

Maximum Marks: 150

Instructions for the Candidates

- Write your Roll Number in the space provided on the top of this page as well as on the OMR Sheet provided.
- At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and verify it:
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page.
 - Faulty booklet, if detected, should be get replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
 - Verify whether the Question Booklet No. is identical with OMR Answer Sheet No.; if not, the full set to be replaced.
 - After this verification is over, the Question Booklet Series and Question Booklet Number should be entered on the OMR Sheet.
- This paper consists of seventy-five (75) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.
- Each Question has four alternative responses marked: (A) (B) (C) (D). You have to darken the circle as indicated below on the correct response against each question.

Example: (A) (B) (●) (D), where (C) is the correct response.
- Your responses to the questions are to be indicated correctly in the OMR Sheet. If you mark your response at any place other than in the circle in the OMR Sheet, it will not be evaluated.
- Rough work is to be done at the end of this booklet.
- If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
- Do not tamper or fold the OMR Sheet in any way. If you do so, your OMR Sheet will not be evaluated.
- You have to return the Original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry question booklet and duplicate copy of OMR Sheet after completion of examination.
- Use only Black Ball point pen.**
- Use of any calculator or mobile phone etc. is strictly prohibited.**
- There are no negative marks for incorrect answers.**

[Please Turn Over]

MASS COMMUNICATION AND JOURNALISM

PAPER-III

1. Which newspaper was started as a Bengali paper but later, changed into an English paper?
 - (A) Indian Mirror
 - (B) Kesari
 - (C) Mirat-ul-Akhbar
 - (D) Amrit Bazar Patrika
2. What is CATV?
 - (A) Community Action Television
 - (B) Community Antenna Television
 - (C) Conduit for Antenna Television
 - (D) Conductor for Antenna Television
3. Multi-tasking in journalism is due to:
 - (A) Media globalisation
 - (B) Economic liberalisation
 - (C) Social integration
 - (D) Technology convergence
4. The term 'spin doctors' refer to:
 - (A) News reporters
 - (B) Advertisers
 - (C) PR professionals
 - (D) News editors
5. If a publication is half the size of a broadsheet, it is called:
 - (A) Digest
 - (B) Single demy
 - (C) Double demy
 - (D) Tabloid
6. When a research problem is related to a large heterogeneous population, the most suitable sampling method is:
 - (A) Cluster sampling
 - (B) Stratified sampling
 - (C) Convenient sampling
 - (D) Lottery method
7. L. A. Festinger advanced the idea of:
 - (A) knowledge model
 - (B) meaning paradigms
 - (C) agenda setting
 - (D) cognitive dissonance
8. All non-digitised media are identified as:
 - (A) Non-digital media
 - (B) Textual media
 - (C) Non-interactive media
 - (D) Analogue media
9. Redundancy helps in solving the problems associated with:
 - (A) Media
 - (B) The political system
 - (C) Audience
 - (D) Law
10. The systems theory of public relations is described as a set of united:
 - (A) pressure groups
 - (B) subsystems
 - (C) employee systems
 - (D) production systems

11. What was the name of the report of the Macbride Commission?
(A) Many Voices, Many Worlds
(B) One Voice, One World
(C) Many Voices, One World
(D) One Voice, Many Worlds
12. Who has propounded the 'Spiral of Silence' theory?
(A) Elizabeth Noelle Neumann
(B) Nora Quebral
(C) Marshal McLuhan
(D) Dennis McQuail
13. 'Cinema Verite' means:
(A) Creative interpretation of reality
(B) Type of film a documentary aims to be
(C) Quality of life
(D) Class of film
14. Which of the following Articles in the Indian constitution deals with the reasonable restrictions on freedom of speech and expression?
(A) Article 19(1) (a)
(B) Article 19(1) (b)
(C) Article 19(2)
(D) Article 19(3)
15. Semantic noise affects the understandability of:
(A) the message
(B) the medium
(C) the encoder
(D) the transmission
16. To a positivist researcher, reality is:
(A) Critical
(B) Objective
(C) Interpretative
(D) Conventional
17. In terms of public awareness, news has the status of:
(A) Dominant discourse
(B) Conflict value
(C) Limited judgement
(D) Unintended exchange
18. Hypodermic needle model was countered by:
(A) ABX model
(B) Circular model
(C) Diffusion model
(D) Limited effects model
19. Which one of the following theories believes that the mass media are used as stooges of the rich capitalists to exploit the weak poor masses?
(A) The Information Society Theory.
(B) The Marxist Theory of Media and Society.
(C) The New Normative Theory.
(D) The Agenda Setting Theory.
20. Who stated, 'Freedom always entails an obligation, whether it is a nation's freedom or an individual's freedom or a group freedom of the press'?
(A) Lord Linlithgo
(B) Lord Mountbaten
(C) Dr. Rajendra Prasad
(D) Jawaharlal Nehru

21. The structuralist view of the Dependency Paradigm is based on the:

- (A) Research efforts of Schramm and Lerner
- (B) Ideology and content of media
- (C) Tenets of the alternative paradigm
- (D) Premises of the dominant paradigm

22. Albert Bandura, a social psychologist, researched upon the imitation effect of:

- (A) Fantasy films
- (B) Reality shows
- (C) Television violence
- (D) Internet comedy

23. In the context of mass media effects, what is priming?

- (A) People tend to associate themselves with cinema stars, who have a macho image
- (B) TV and radio act as primers to perpetuate the tendency to watch movies in theatres.
- (C) When people are exposed to some events through mass media, their thoughts lead to the generation of semantically related ideas and action tendencies after some time
- (D) People associate the events watched, read or heard in the media to their own needs

24. Firewalls are used to protect a communication network system against:

- (A) Unauthorised attacks
- (B) Virus attacks
- (C) Data driven attacks
- (D) Fire attacks

25. A study of a specific population and its changes over a period of time is known as:

- (A) Cohort analysis
- (B) Demographic analysis
- (C) Population analysis
- (D) Cluster analysis

26. In mass communication, selective perception is dependent on the receiver's :

- (A) competence
- (B) predisposition
- (C) receptivity
- (D) ethnicity

27. According to Umberto Eco, aberrant coding takes place in a

- (A) Tribal society
- (B) Farming society
- (C) Convergent society
- (D) Mass society

28. Mass media according to Lazarsfeld and Merton, reinforce

- (A) Public image
- (B) Economic stability
- (C) Religious participation
- (D) Social norms

29. The World Press Freedom Index is released every year by which of the following organisation?

- (A) Amnesty International
- (B) UNICEF
- (C) AEJMC
- (D) Reporters Without Borders

30. Who among the following is not associated with development communication /journalism?

- (A) Majid Tehranian
- (B) Srinivas R. Melkote
- (C) Nora Quebral
- (D) Noelle Neumann

31. Multi-stage sampling is a type of
- (A) Cluster sampling
 - (B) Random sampling
 - (C) Accidental sampling
 - (D) Innovative sampling
32. Who first propounded and used the concept of stereotypes in mass media?
- (A) William Raymonds
 - (B) Michael Foucolt
 - (C) Marshal McLuhan
 - (D) Walter Lippman
33. When a photograph is edited to adjust the colour balance, it is called
- (A) colour separation
 - (B) colour gradation
 - (C) colour correction
 - (D) colour editing
34. Knowledge tends to create more knowledge is the thesis behind
- (A) the circular model
 - (B) the helical model
 - (C) the spiral of silence model
 - (D) ABX model
35. The phrase 'people's right to know' was coined by whom?
- (A) Harold Cross
 - (B) Kent Cooper
 - (C) Elie Abel
 - (D) William Rivers
36. Which of the following Satyajit Ray films was based on a novella written by Rabindranath Tagore?
- (A) Charulata
 - (B) Sadgati
 - (C) Ganashatru
 - (D) Agantuk
37. Who was the first person to use 'gatekeeping' in communication?
- (A) Kurt Lewin
 - (B) Ralph Webb
 - (C) J. E. Walsh
 - (D) George Gerbner
38. The use of social science scientific research methods in journalism is known as
- (A) armchair journalism
 - (B) analytical journalism
 - (C) precision journalism
 - (D) sting journalism
39. The utilisation of personal space and physical environment for communication is known as
- (A) Kinesics
 - (B) Para-language
 - (C) Chronemics
 - (D) Proxemics
40. A television programme becomes a text when it activates
- (A) profit motive
 - (B) meanings
 - (C) producers
 - (D) channels

41. 'The Bias Communication' is authored by whom?
- (A) Marshal McLuhan
(B) Harold Adams Innis
(C) John Fiske
(D) Theodore Adorno
42. The multiplicity model of developmental communication was advocated by
- (A) Jan Servaes
(B) Lucien Pye
(C) Shirley White
(D) Bella Mody
43. Duplicating only the sampling and experimental procedures of a previous analysis is called
- (A) Literal replication
(B) Instrumental replication
(C) Constructive replication
(D) Operational replication
44. The 'airwaves are public property' is a declaration of
- (A) I T U
(B) Supreme Court of India
(C) Prasar Bharati
(D) Ministry of I and B, Govt. of India
45. The theory of 'brand image' was propounded by
- (A) Samuel Black
(B) Philip Kotler
(C) Ivy Lee
(D) David Ogilvy
46. Identify the author of the book 'Rise of Network Society' from the following.
- (A) Rupert Murdoch
(B) Bill Gates
(C) Manuel Castells
(D) Steve Jobs
47. Raymond Williams identified the general process of meaning production in relation to
- (A) Ideology
(B) Publicity
(C) Advertising
(D) Public relations
48. Democratic participant theory of media can be implemented only by
- (A) citizen viewpoints
(B) cultural autonomy
(C) decree
(D) public administration
49. Publishing or telecasting controversial advertisements is a
- (A) PR tactic
(B) political stunt
(C) non-commercial strategy
(D) mindless act
50. *Assertion (A)* : Most television channels depend upon national advertising for their survival.
Reason (R) : It is cheaper to advertise on television as it reaches specific audiences.
- (A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false but (R) is true

51. Assertion (A) : The obsession of Indian Print media for politics is a historical legacy.

Reason (R) : Because many political leaders were associated with newspapers to advocate the cause of freedom before 1947.

- (A) Both (A) and (R) are true.
 (B) Both (A) and (R) are true but (R) is not the correct explanation of (A).
 (C) (A) is true but (R) is false.
 (D) (A) is false but (R) is true.

52. Assertion (A) : Verbal language and photography are fine examples of representational codes.

Reason (R) : Both of them perform referential functions.

- (A) Both (A) and (R) are true.
 (B) Both (A) and (R) are true but (R) is not the correct explanation of (A).
 (C) (A) is true but (R) is false.
 (D) (A) is false but (R) is true.

53. Assertion (A) : Traditional media in India are mostly mythological due to audience preference.

Reason (R) : Modern mass media are responsible for this as they have made audiences prefer traditional media.

- (A) Both (A) and (R) are true.
 (B) Both (A) and (R) are true but (R) is not the correct explanation of (A).
 (C) (A) is true but (R) is false.
 (D) (A) is false but (R) is true.

54. Assertion (A) : The Social media have become a global craze in recent times.

Reason (R) : Social media cut across the barriers of age, sex, culture and status.

- (A) Both (A) and (R) are true.
 (B) Both (A) and (R) are true but (R) is not the correct explanation of (A).
 (C) (A) is true but (R) is false.
 (D) (A) is false but (R) is true.

55. Assertion (A) : In the near future newspapers will disappear.

Reason (R) : The rate of growth of television and internet is very high.

- (A) Both (A) and (R) are true.
 (B) Both (A) and (R) are true but (R) is not the correct explanation of (A).
 (C) (A) is true but (R) is false.
 (D) (A) is false but (R) is true.

56. Match List-I with List-II :

<i>List-I</i>	<i>List-II</i>
(a) Jurgen Habermas	(i) Uses and gratification
(b) Herbert Marcuse	(ii) Diffusion of innovations
(c) Elihu Katz	(iii) Public Sphere
(d) E. M. Rogers	(iv) Frankfurt School

- (a) (b) (c) (d)
 (A) (i) (ii) (iii) (iv)
 (B) (iii) (ii) (iv) (i)
 (C) (iv) (iii) (ii) (i)
 (D) (iii) (iv) (i) (ii)

57. Match List-I with List-II :

<i>List-I</i>	<i>List-II</i>
(a) Krishnattam	(i) Kathak
(b) Dasiattam	(ii) Odissi
(c) Mahari	(iii) Kathakali
(d) Kathavachan	(iv) Bharatnatyam

- (a) (b) (c) (d)
 (A) (iii) (iv) (i) (ii)
 (B) (iv) (ii) (iii) (i)
 (C) (iii) (iv) (ii) (i)
 (D) (iii) (i) (iv) (ii)

58. Match *List-I* with *List-II* :

<i>List-I</i>	<i>List-II</i>
(a) Protool	(i) To layout the page
(b) Quarkxpress	(ii) To create web page
(c) Dreamweaver	(iii) To edit sound
(d) Final cut-pro	(iv) To edit video

- (a) (b) (c) (d)
 (A) (iii) (ii) (iv) (i)
 (B) (ii) (i) (iii) (iv)
 (C) (iii) (i) (ii) (iv)
 (D) (i) (ii) (iii) (iv)

59. Match *List-I* with *List-II* :

<i>List-I</i>	<i>List-II</i>
(a) Alternative media	(i) competence in using media devices
(b) Media aesthetics	(ii) measuring media use
(c) Media literacy	(iii) non-mainstream media
(d) Media consumption	(iv) design and analysis of visual and audio-visual materials.

- (a) (b) (c) (d)
 (A) (i) (ii) (iii) (iv)
 (B) (iii) (i) (ii) (iv)
 (C) (iii) (iv) (i) (ii)
 (D) (ii) (iv) (iii) (i)

60. Match *List-I* (Concepts) with *List-II* (Propounders) :

<i>List-I</i>	<i>List-II</i>
(a) Entropy	(i) J. Habermas
(b) Empathy	(ii) E. M. Rogers
(c) Laggards	(iii) D. Lerner
(d) Public sphere	(iv) Shannon and Weaver

- (a) (b) (c) (d)
 (A) (iv) (iii) (ii) (i)
 (B) (iii) (iv) (ii) (i)
 (C) (ii) (iii) (iv) (i)
 (D) (i) (ii) (iii) (iv)

61. Match *List-I* with *List-II* :

<i>List-I</i> (Radio)	<i>List-II</i> (Owners)
(a) Big FM	(i) T. O. I. group
(b) Radio Citi	(ii) NDTV group
(c) Radio Mirchi	(iii) Star group
(d) Red FM	(iv) Reliance group

- (a) (b) (c) (d)
 (A) (i) (iii) (ii) (iv)
 (B) (iv) (ii) (i) (iii)
 (C) (iii) (ii) (iv) (i)
 (D) (iv) (iii) (i) (ii)

62. Match *List-I* with *List-II* :

<i>List-I</i>	<i>List-II</i>
(a) Burrakatha	(i) Odisha
(b) Tamasha	(ii) Karnataka
(c) Dhangda-Dhangidi	(iii) Andhra Pradesh
(d) Yakshagana	(iv) Maharashtra

- (a) (b) (c) (d)
- (A) (i) (ii) (iii) (iv)
- (B) (ii) (iv) (i) (iii)
- (C) (iii) (iv) (i) (ii)
- (D) (iv) (iii) (i) (ii)

63. Identify the correct sequence of development support communication by John. L. Woods.

- (A) Knowledge generators, political leaders, intermediate groups, knowledge users.
- (B) Political leaders, knowledge generators, intermediate groups, knowledge users.
- (C) Knowledge users, intermediate groups, political leaders, knowledge generators.
- (D) Knowledge generators, intermediate groups, knowledge users, political leaders.

64. List the correct sequence of earliest newspapers published in India in English:

- (A) Brahmanical Magazine, Hickey's Gazette, Harijan, Young India.
- (B) Hickey's Gazette, Harijan, Brahmanical Magazine, Young India.
- (C) Hickey's Gazette, Brahmanical Magazine, Young India, Harijan.
- (D) Hickey's Gazette, Brahmanical Magazine, Harijan, Young India.

65. As regards the use of space, identify the order of distance zones in relation to body language.

- (A) Personal zone, Intimate zone, Social zone, Public zone
- (B) Intimate zone, Personal zone, Public zone, Social zone
- (C) Intimate zone, Personal zone, Social zone, Public zone
- (D) Personal zone, Public zone, Social zone, Intimate zone

66. Identify the correct chronological order of:

- (A) Cable, Video, Satellite, e-mail
- (B) Satellite, Cable, Video, e-mail
- (C) e-mail, Cable, Satellite, Video
- (D) Cable, Video, e-mail, Satellite

67. Identify the correct sequence of the contributions by the following communication scholars.

- (A) Wilbur Schramm, Harold Lasswell, Shannon and Weaver, E. M. Rogers
- (B) Harold Lasswell, Shannon and Weaver, Wilbur Schramm, E. M. Rogers
- (C) Harold Lasswell, Wilbur Schramm, Shannon and Weaver, E. M. Rogers
- (D) E. M. Rogers, Wilbur Schramm, Harold Lasswell, Shannon and Weaver

68. What is the correct sequence?

- (A) Radio, Theatre, Film, Television
- (B) Theatre, Radio, Film, Television
- (C) Film, Theatre, Radio, Television
- (D) Theatre, Film, Radio, Television

69. Identify the correct chronological sequence of the release of the following films.

- (A) Bicycle Thieves, Citizen Kane, Nanook of the North, Birth of a Nation
- (B) Birth of a Nation, Nanook of the North, Bicycle Thieves, Citizen Kane
- (C) Nanook of the North, Citizen Kane, Bicycle Thieves, Birth of a Nation
- (D) Birth of a Nation, Nanook of the North, Citizen Kane, Bicycle Thieves

70. Which of the following is a mismatch?
- (A) The Times of India — Bhubaneswar
 - (B) Asian Age — Kolkata
 - (C) The Hindu — Visakhapatnam
 - (D) Asian Age — Mumbai

Read the following passage and answer the Questions 71 to 75:

There is a basic principle that distinguishes a hot medium like radio from a cool one like the telephone, or a hot medium like the movie from a cool one like TV. A hot medium is one that extends one single sense in “high definition.” High definition is the state of being well filled with data. A photograph is visually “high definition.” A cartoon is “low definition,” simply because very little visual information is provided. Telephone is a cool medium, or on low definition, because the ear is given a meager amount of information. And speech is a cool medium of low definition, because so little is given and so much has to be filled in or completed by the audience. Naturally, therefore, a hot medium like the radio has very different effects on the user from a cool medium like the telephone...

In terms of the theme of media hot and cold, backward countries are cool and we are hot. The “city slicker” is hot, and the rustic is cool. But in terms of the reversal of procedures and values in the electric age, the past mechanical one was hot, and we of the TV age are cool. The waltz was a hot, fast mechanical dance suited to the industrial time in its moods of pomp and circumstance. In contrast, the Twist is a cool, involved and chatty form of improvised gesture. The jazz of the period of the hot new media of movie and radio was hot jazz. Yet jazz of itself tends to be a casual

dialogue form of dance quite lacking in the repetitive and mechanical form of the waltz.

-Marshall McLuhan, *Understanding Media: The Extensions of Man* (New York: McGraw-Hill, 1956), 22-23,27

71. Backward countries are
- (A) Media Cool
 - (B) Media Hot
 - (C) Both (A) and (B)
 - (D) Media neutral
72. Hot medium is
- (A) high definition
 - (B) low definition
 - (C) Both (A) and (B)
 - (D) horizontal definition
73. A cartoon is low definition because
- (A) it provides little visual information
 - (B) it is well filled with data
 - (C) it gives a meagre amount of information to the ear
 - (D) it provides more visual information
74. Effects on the users from a hot medium and cold medium are:
- (A) Different
 - (B) Same
 - (C) Negligible
 - (D) Immeasurable
75. Telephone and speech are:
- (A) Hot and cool medium
 - (B) Both are cool medium
 - (C) Both are hot medium
 - (D) Cool and hot medium

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ROUGH WORK