

155 PU Ph D Mass Communication

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177 PU_2016_155_E

Which of the following theories is associated with decision making during elections?

- Cognitive-dissonance
- Social constructivism
- Cultivation
- Two-step flow

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209 PU_2016_155_E

In which approach to qualitative research do the researchers intend to generate a theory that is based on data systematically gathered and analyzed?

- Case study
- Phenomenology
- Grounded theory
- Ethnography

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104 PU_2016_155_E

The article _____ the political contours of the identity politics of actors in reality shows.

- emphasises
- traces out
- tracks
- traces from

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181 PU_2016_155_E

He explains the way that our individual opinions can differ from those that are expressed in the outside world. He developed this idea as "The World Outside and the Pictures in Our Heads" in his book titled *The Public Opinion*. Who is he:-

- Daniel Bell
- Walter Lippmann
- Harold Lasswell
- Claude Shannon

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213 PU_2016_155_E

What would an APA in-text citation include in parentheses when the source is quoted directly and the author's name is not mentioned in the text?

- Author, followed by year of publication, and page number: (Doe, 2007, 25)

- Author and page number: (Doe, 25)
- Author and year of publication: (Doe, 2007)
- Author, followed by year of publication, and page number preceded by p.: (Doe, 2007, p. 25)

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121 PU_2016_155_E

The researcher _____ examples of how artists and activists have used digital spaces.

- Understands
- Explores
- Goes through
- Analyses

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180 PU_2016_155_E

The people fear of separation or isolation those around them, they tend to keep their attitudes to themselves when they think they are in the minority. This process is called_____.

- Uncertainty reduction
- Priming
- Agenda setting
- Spiral of silence

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133 PU_2016_155_E

If a does not _____ health and safety laws, it may be fined very heavily if any of its workers are injured.

- Perceive
- Understand
- Imply
- Observe

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153 PU_2016_155_E

Laura Mulvey put forth the theory of:-

- Queer
- Gaze
- Standpoint
- Social annihilation

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200 PU_2016_155_E

The discourse analysis that focuses on a specific moment in time is _____.

- Diachronic
- Chronic
- Simultaneous
- Synchronic

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169 PU_2016_155_E

Which of the following is NOT one of the primary functions of mass communication?

- Correlation
- Entertainment
- Immunisation
- Surveillance

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164 PU_2016_155_E

The absence of representation, or underrepresentation, of some group of people in the media, according to Gerbner, is:-

- Social annihilation
- Symbolic annihilation
- Misrepresentation
- systematic annihilation

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128 PU_2016_155_E

Perhaps storytelling is part of human maturation, since it _____ quite early in human development.

- Evolves
- Emerges
- Raises
- Comes up

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105 PU_2016_155_E

When people love the movies they watch they become more _____ about movies, and that helps our business.

- passionate
- disappointed
- critical
- sensitive

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196 PU_2016_155_E

Who is one of the major contributors to semiotics?

- Van Dijk
- Berelson
- Lasswell
- Barthes

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192 PU_2016_155_E

Which one of the following is a disadvantage that systematic sampling produces?

- Sampling bias
- Cyclical trends
- Sleeper effect
- Longitudinal trends

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208 PU_2016_155_E

One of the major criticisms that Positivism faces is to do with:-

- Validity of data
- Ethics
- Reliability of data
- The meaning of reality

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157 PU_2016_155_E

Development programs had failed to educate small farmers because they were interested in persuading them about the benefits of adopting certain innovations. Who made this statement criticizing development paradigm in favour of 'dialogical pedagogy'?

- ArvindSinghal
- Paul Freire
- Everett Roger
- Daniel Lerner

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116 PU_2016_155_E

The term cyberspace is _____ used in our information technology age.

- highly
- increasingly
- phenomenally
- Unnecessarily

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161 PU_2016_155_E

Whose concept of unconscious desire in humans and how it is mirrored in films can be used to analyse film texts?

- Sigmund Freud
- Gilles Deleuze
- Claire Johnston
- Lara Mulvey

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201 PU_2016_155_E

What is critical discourse analysis?

- It emphasizes the role of language as a power resource that is related to ideology and socio-cultural change
- It is an approach to the elicitation and analysis of language that is sensitive to the sense of temporal sequence that people detect in their lives
- It is an approach that focuses on the importance of rhetorical devices
- It is an interview technique in which the researcher provokes the interviewee

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189 PU_2016_155_E

Where does Foucault believe the disciplines originated?

- In supermarkets
- In courtroom
- In prison
- In monasteries

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204 PU_2016_155_E

Qualitative data analysis techniques do not involve:-

- Writing memos
- Transcription
- Computing parametric test
- Coding

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176 PU_2016_155_E

Judith Butler's theory of performative identity is derived from:-

- Speech mediated theory
- Speech act theory

- Speech-silence theory
- Speech-cognition theory

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112 PU_2016_155_E

From the findings, it was inferred that the initial _____ were not supported.

- assumptions
- ideas
- thoughts
- thoughts

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129 PU_2016_155_E

Carpentier takes his _____ in political theory and defines participation as the activities where actors take part in the formal process of decision-making and the exercise of power.

- Point of deviation
- Point of origin
- Rite of passage
- Point of departure

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'International Communication: Continuity and Change' is written by:-

- KuldipNayar
- Henry Jenkins
- DayaKishanThussu
- Pablo J. Boczkowski

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156 PU_2016_155_E

According to modernization theory, modernization could be measured by knowing:-

- The rise in per capita income
- The number of media houses in a country
- The degree of consumption of TV, radio and newspaper
- The purchase potential of the consumers

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168 PU_2016_155_E

Althusser calls media, education and other such institutions as structures which use ideology to try to dominate people. Which of the following term does he use to refer to them:-

- Ideological state apparatus

- Institutional state apparatus
- Informational state apparatus
- Repressive state apparatus

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165 PU_2016_155_E

Men are more suited to positions of power, and more suited to decision-making at work and home. This is an example of:-

- Framing
- Dominant ideology
- Intellectual property
- Cultivation theory

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172 PU_2016_155_E

_____ refers to the dominant culture and its power over other co-cultures present in a nation

- Culture wars
- Hegemony
- Global village
- Dominance

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160 PU_2016_155_E

The theory which predicts media usage according to the human needs media satisfy is:-

- Priming theory
- Social identity theory
- Framing theory
- Users and gratification theory

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140 PU_2016_155_E

Who is the author of the book 'Convergence culture: Where old and new media collide'?

- Henry Jenkins
- Manuel Castells
- Henry Ford
- Henri Lefebvre

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108 PU_2016_155_E

_____ data _____ inconsistent.

- This, are
- These, is
- These, are
- This, is

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109 PU_2016_155_E

Only very long papers need to be divided into _____. Concise and brief chapters just need to have sections.

- Modules
- Chapters
- categories
- groups

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120 PU_2016_155_E

In this essay, I will _____ for the inclusion of cybernetic space as a model to understand online identity.

- Debate
- Investigate
- Interrogate
- Argue

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100 PU_2016_155_E

Twitter, Pinterest and Tumblr have _____ the early online chat rooms like Usenet.

- overshadowed
- overwhelmed
- Overcast
- overwrought

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145 PU_2016_155_E

To describe the visual culture and imagery created by media text, Arjun Appadurai coined the term:-

- Landscape
- Mediascape
- Screenscape
- Cartoonscape

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132 PU_2016_155_E

Many students _____ a great deal of enjoyment and satisfaction from their time at university.

- experience
- derive
- beget
- acquire

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136 PU_2016_155_E

Because of modern communications, it is increasingly common for people to _____ business without actually meeting.

- Transact
- Perform
- Make
- Conduct

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141 PU_2016_155_E

'The Information Age: Economy, Society and Culture' is written by:-

- Manuel Castells
- Sonia Livingstone
- Alvin Toffler
- Christian Fuchs

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148 PU_2016_155_E

Write the name of Italian novelist, literary critic, philosopher and semiotician who has given the concept of "closed text" and "open text":-

- Roland Barthes
- Stuart Hall
- Umberto Eco
- Denis McQuail

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117 PU_2016_155_E

I will keep the book with me until tomorrow _____ you need it now.

- Despite
- Provided
- In case
- Unless

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212 PU_2016_155_E

A method of interview in which visuals such as photos, paintings, cartoons, graffiti etc. are used to elicit comments from subjects is known as:-

- Visual documentation
- Photo elicitation
- Visual elicitation
- Photo interview

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101 PU_2016_155_E

There may be _____ between youth's online and offline selves, it is not necessarily a one-to-one correspondence.

- connectivity
- consistency
- desirable
- correspondence

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197 PU_2016_155_E

Saussure distinguished parole as _____.

- Individual utterances
- Underlying sign conventions
- Non-linguistic conventions
- Individual perceptions

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173 PU_2016_155_E

Which one of the following is NOT the type of reading that Stuart Hall mentions in his encoding-decoding theory?

- Oppositional
- Dominant
- Subverted
- Negotiated

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185 PU_2016_155_E

Which of the following would cause people to look for messages that helped them feel consistent in their attitudes?

- Selective expression
- Selective exposure

- Selective perception
- Selective retention

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217 PU_2016_155_E

Message as the key unit of cultural meaning is given by:-

- Interpretivist
- Positivist
- Cultural Theorist
- Essentialist

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137 PU_2016_155_E

In the US today, more and more children live with one parent, and yet the _____ of the two-parent family still exists.

- symbol
- icon
- stigma
- stereotype

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125 PU_2016_155_E

The potential of audience participation _____ a most important characteristic of digital journalism.

- Makes
- Describes
- Defines
- Constitutes

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193 PU_2016_155_E

Selecting newspapers based on their regional representation constitutes:-

- Quota sampling
- Snowball sampling
- Purposive sampling
- Convenience sampling

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113 PU_2016_155_E

Historically, the nation idea has _____ on sectarianism.

- thrived

- Survived
- sustained
- lived

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205 PU_2016_155_E

Protocol analysis is:-

- Conversation analysis
- Linguistic discourse analysis
- Concurrent or retrospective
- A form of content analysis

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152 PU_2016_155_E

Who put forth the framing theory first?

- Goffman
- Silverman
- Neuman
- Entman

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188 PU_2016_155_E

According to Habermas, what was the site of representative publicity:-

- The government
- The King
- The public
- The court

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216 PU_2016_155_E

Ethnography should be used when:-

- determining the proper length of time to devote to the study of sociology
- researching the cause and effect of divorce on college graduation
- searching for the meaning of cultural norms
- comparing test scores of two groups of students

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149 PU_2016_155_E

What was the "French New Wave?"

- A music band

- An influential film technique that spread to Hollywood cinema
- A group of engineers
- A group of film critics

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184 PU_2016_155_E

A film based on a book is _____ the printed story.

- Refurbishing
- Recommunicating
- Resurrecting
- Remediating

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124 PU_2016_155_E

The feminist critique points out that the public sphere has been a sphere of educated, rich men, _____ to the private sphere that has been seen as the domain of women.

- Disagreement
- Denial
- Contradiction
- Juxtaposed

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252 PU_2016_155_M

What is the motto of Digital India initiative?

- Connecting India
- Be what's next
- Think different
- Power to empower

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229 PU_2016_155_M

According to APA style, listing all books, which you have referred, but not necessarily citing all of them in a dissertation is referred to as:-

- Webography
- Bibliography
- References
- Filmography

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228 PU_2016_155_M

How can probability sampling be adapted for use in content analysis?

- By generating a sample of data on a specific topic such as Environmental advertisements in magazines over one year and randomly selecting one of them
- By generating a systematic sample of dates and randomly selecting one day of the week and then selecting every nth day thereafter
- By choosing a certain publication year of a magazine and analyzing the content of that year
- that were published By asking different friends for a selection of magazines from different years and then randomly selecting one of them

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220 PU_2016_155_M

_____ stands for relationship of a part to a whole.

- Synecdoche
- Enigmatic
- Iconic
- Indexical

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248 PU_2016_155_M

Which of the following NGO is providing voice-based online portal to report about several local issues to people in the forests of Central Tribal India:-

- SITARA
- Smile Foundation
- SEWA
- CGNetSwara

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237 PU_2016_155_M

Name the software used to analyse qualitative data:-

- Atlas.ti
- Excel
- Captivate
- SPSS

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225 PU_2016_155_M

What is a coding schedule?

- A form into which all data relating to the item coded will be entered and documented
- A form to document when a research starts and when it ends during the course of data collection
- A schedule for statisticians to execute analysis of data

- A schedule that provides researchers with instructions on how to code data with complete list of all categories

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236 PU_2016_155_M

Which is the second level coding done in coding qualitative interviews, discourses, observations etc. in the order given below?

Open coding, _____, Selective coding

- Axial coding
- Interpretive coding
- Descriptive coding
- Process coding

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256 PU_2016_155_M

Which film has received the best feature film award in the 63rd National Films Awards?

- Baahubali
- NH 10
- Baby
- Tamasha

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245 PU_2016_155_M

Which of the following is the open source software for checking plagiarism?

- Viper
- Turnitin
- Excel
- iThenticate

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221 PU_2016_155_M

Which of the following is not an advantage of content analysis?

- It is not quantitative
- It is easy and flexible
- It is not interpretative
- It deals only with content

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249 PU_2016_155_M

Internet.org is about:-

- Net neutrality

- Save the internet
- Free basics
- Basic internet

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253 PU_2016_155_M

Which is the newspaper from UK that closed its print edition very recently in 2016?

- Reading Post
- The Independent
- News World
- The Guardian

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233 PU_2016_155_M

You decide to do research on film crew in outdoor setting. To do this research, you join the crew as an assistant cameraman. The type of research you do here is known as:-

- rapport building
- survey
- secondary analysis
- participant observation

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257 PU_2016_155_M

Who won the DadasahebPhalke Award in the 63rd National Films Awards?

- Gulshan Kumar
- Dilip Kumar
- Manoj Kumar
- Raj Kumar

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241 PU_2016_155_M

Who is the CEO of News Corp?

- Robert Marcus
- Rupert Murdoch
- Jeff Bezos
- Mark Zuckerberg

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244 PU_2016_155_M

Which of the following agency is preparing consultation paper on Differential pricing for data services:-

- C-DAC
- TRAI
- BECIL
- Prasar Bharti

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240 PU_2016_155_M

Which of the following is NOT an example of production of collective intelligence:-

- Individual Facebook profile
- NGO website
- YouTube Channel
- Wikipedia

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232 PU_2016_155_M

If you were to analyze the data other researchers had gathered on film viewing behaviour, you would be doing:-

- secondary analysis
- participant observation
- an obtrusive measure
- an experiment

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224 PU_2016_155_M

If samples are drawn from a known number or record of population in Facebook, then Facebook is called a:-

- Sampling frame
- Parameter
- Sample
- Population

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277 PU_2016_155_D

_____ asserts that media must remain free of government control, but in exchange must serve the public. Its core assumptions are a cross between the libertarian principles of freedom and the practical admissions of the need for some form of control over the media.

- Authoritarian theory
- Democratic theory
- Social Regulation theory
- Social responsibility theory

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269 PU_2016_155_D

The second stage in the critical process is _____.

- analysis
- evaluation
- description
- interpretation

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261 PU_2016_155_D

When we study communication content, we are generally studying practices or processes of _____.

- polysemy
- visuality
- representation
- space bias

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280 PU_2016_155_D

_____ theory explains how people's attitudes are formed, shaped, and changed through communication and how those attitudes influence behavior.

- Attitude change
- Association of thought
- Attitude Construction
- Attitude formation

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260 PU_2016_155_D

Which was NOT necessary for books to become a mass-marketed product?

- Cheaper raw materials
- Rapid duplication
- A more affordable end product
- Machines replacing hand copying

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297 PU_2016_155_D

The theory of _____ says that television constructs a reality of the world that, although possibly inaccurate, becomes the accepted reality simply because we as a culture believe it to be true.

- public sphere studies
- cultural analysis
- cultivation analysis

- effects analysis

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273 PU_2016_155_D

The _____ principle is represented by the paired ideas that the free flow or trade of ideas ensures that public discourse will allow the truth to emerge and that truth will emerge from this public discourse because people are inherently rational and good.

- self-regulation
- self-centered
- self-determination
- self-righting

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296 PU_2016_155_D

A theory that explains how media should ideally operate in a given system of social values is _____ theory.

- original
- social construction
- normative
- social responsibility

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285 PU_2016_155_D

Ideas that explain or predict only limited aspects of the mass communication process are called:-

- middle-range theories
- mid way theories
- mid segment theories
- middle age theories

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265 PU_2016_155_D

Which of the following is a value of a modern society?

- Embracing tradition
- Celebrating the individual
- Working inefficiently
- Defying rational order

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288 PU_2016_155_D

During the final step of the critical process, you determine _____.

- why the subject matters

- the parts of the subject
- the relative quality of the subject
- the patterns in your research

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276 PU_2016_155_D

The copyright exception of _____ is when the small portions of the original work are used for noncommercial or educational purposes

- monopoly restriction
- fair trade
- objectionable usage
- fair use

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284 PU_2016_155_D

The view of mass media as central to the maintenance of society over time and the representation of shared beliefs is the _____ perspective.

- virtual
- natural
- ritual
- realistic

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272 PU_2016_155_D

_____ theory argues that cultures give symbols meaning and then those symbols control behavior.

- Social construction
- Collaborative learning
- Authoritarian
- Symbolic interaction

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264 PU_2016_155_D

The idea that pop culture makes audiences lose their ability to discriminate between good and bad is known as the _____ theory.

- Big Mac
- Least Objectionable Programming
- Pop Culture
- Least Common Denominator

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292 PU_2016_155_D

Media practitioners who put their ethical values into action are using:-

- applied ethics
- natural ethics
- formal ethics
- informal ethics

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281 PU_2016_155_D

People's psychological dissonance is reduced through the selective processes, one of which is _____, the process in which people attend to only those messages that are consistent with their preexisting attitudes and beliefs.

- selective perception
- selective exposure
- selective rendition
- selective retention

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293 PU_2016_155_D

The belief foremost in cultivation analysis is that because we all share a common public message system (television), the _____ of reality occurs, moving individual and different people toward a shared, television-created understanding of how thi?

- mainstreaming
- telecasting
- videostreaming
- broadcasting

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268 PU_2016_155_D

Interpretation involves _____.

- taking notes
- judging the subject's value
- identifying patterns
- determining meanings of the media

100 of 100

289 PU_2016_155_D

Which of the following puts steps in the critical process in the correct order?

- description, analysis, interpretation, evaluation, engagement
- engagement, description, evaluation, interpretation, analysis
- description, evaluation, analysis, engagement, interpretation

- analysis, interpretation, engagement, description, evaluation