

English

1.

The Orson Wells radio production of *The War of the Worlds* began the era of _____ in the development of mass communication theory.

- (A) Mass society theory
- (B) Cultural theory
- (C) Limited effects theory
- (D) The scientific perspective

Correct Option(s): D

English

2.

_____ is self – love, or an extreme focus on the self and one's own desires.

- (A) Castration anxiety
- (B) Fetishism
- (C) Narcissism
- (D) Scopophilia

Correct Option(s): C

English

3. One among the Marxist intellectuals of Frankfurt school was

- (A) Kennedy
- (B) Theodor Adorno
- (C) Merril
- (D) Nelson

Correct Option(s): B

English

4. Neo-realism is cinema emerged in

- (A) Italy
- (B) China
- (C) USA
- (D) Iran

Correct Option(s): A

English

5. The process by which audience are considered to be made immune, or less sensitive to human suffering as a result of relentless exposure to such suffering in the media

- (A) Demassification
- (B) Desensitization
- (C) Deinformation
- (D) Deregulation

Correct Option(s): B

English

6. What is the primary purpose of feedback in the communication process?

- (A) To ensure that the message has been accurately encoded and decoded
- (B) To provide the receiver with an opportunity to ask questions
- (C) To build rapport and establish trust between the sender and receiver
- (D) To influence the behaviour or attitude of the receiver

Correct Option(s): A

English

7.

The second model of communication by Wilbur Schramm has the sequence of the following elements

- a. Encode
- b. Interpret
- c. Modify
- d. Extend
- e. Decode

Choose the correct answer from the options given below

- (A) (a), (e), (b), (c), (d)
- (B) (a), (c), (e), (d), (b)
- (C) (a), (d), (b), (c), (e)
- (D) (a), (b), (c), (e), (d)

Correct Option(s): D

English

8. Noelle-Neumann sees the Spiral of Silence Theory as an all-encompassing theory of public opinion that connects the areas of social psychology, mass media, and _____.

- (A) Sociology
- (B) Persuasion
- (C) Organizational communication
- (D) Interpersonal communication

Correct Option(s): D

English

9. The correlation between the "television world" and reported beliefs about the world is likely to be the strongest for

- (A) Heavy television viewers
- (B) Light television viewers
- (C) Children, regardless of viewing habits
- (D) Uneducated individuals, regardless of viewing habits

Correct Option(s): A

English

10. Popular culture is

- (A) Ability to interpret and analyze the media
- (B) Means by which a message is communicated
- (C) Artifacts, institutions, customs, hobbies that represent the accepted values of society
- (D) The study of signs

Correct Option(s): C

English

11. According to Marshall McLuhan, media such as radio, print, photographs, and movies which are LOW IN PARTICIPATION are known as

- (A) Timid giants
- (B) Hot media
- (C) Cool media
- (D) Medium

Correct Option(s): B

English

12. Mass communication directs messages towards an audience that is:

- (A) Large, heterogeneous and anonymous
- (B) Large, homogeneous and anonymous
- (C) Large, heterogeneous and known
- (D) Small, heterogeneous and anonymous

Correct Option(s): A

English

13. According to William Stephenson mass media serves the basic purpose of providing entertainment, escape and release this theory was called

- (A) Learning theory
- (B) Play theory
- (C) Reinforcement theory
- (D) Aggressive theory

Correct Option(s): B

English

14.

Match List I with List II

	List I Thinker		List II Model of Communication
a	Aristotle	I	Source – Transmitter- Signal – Receiver –Destination
b	Shannon – Weaver	II	Communicator-Message-Channel-Treatment- Audience –Response
c	Westley and MacLeans	III	Speaker –Speech- Audience
d	Leagan	IV	Sender –Encoder-Channel-Decoder-Receiver

Choose the correct answer from options given below

- (A) a-II, b-III, c-IV, d-I
- (B) a-III, b-II, c-IV, d-I
- (C) a-III, b-I, c-IV, d-II
- (D) a-IV, b-II, c-I, d-III

Correct Option(s): A

English

15. Montage theory is propounded by _____.

- (A) Sergei Eisenstein
- (B) Jean-Louis Baudry
- (C) Laura Mulvey
- (D) Fernando Solanas

Correct Option(s): A

English

16. A mass medium is essentially a working group organized around some device for circulating the same message at about the same time large number of people is a definition given.

- (A) George Gerbner
- (B) Wilbur Schramm
- (C) Marshall McLuhan
- (D) Harold Lasswell

Correct Option(s): B

English

17. Critical theory can be defined as

- (A) A theoretical approach broadly influenced by Marxist notions of ideology, exploitation, and the economy in understanding and eventually transforming society.
- (B) A theoretical approach taken by researchers who do not believe that traditional scientific methods hold any value for media studies.
- (C) A theoretical approach in which the researcher looks for any weaknesses in proposed theories and attempts to debunk them.
- (D) A hypercritical method to examine the negative repercussions of digital media in our culture and society.

Correct Option(s): A

English

18. The notion of a producer refers to which of the following?

- (A) A media professional who is also a fan of the content he or she creates.
- (B) The fact that audiences cannot simply be considered only consumers of media anymore but can be active creators as well.
- (C) The professionalization of user-generated content such as that found on YouTube.
- (D) A media production person who also freelances or does underground media content.

Correct Option(s): B

English

19. The concept of a “media iceberg” regarding digitization of media refers to

- (A) The slow speed of change seen in major media organizations.
- (B) The way that traditional media organizations are heading toward a figurative “iceberg” that will eventually sink them.
- (C) The so-called media “ice age” that was experienced in the era of mass communication during most of the twentieth century.
- (D) The changes seen in production of content from largely analog to largely digital production and distribution.

Correct Option(s): D

English

20. A Teacher decides to form six groups and assigns a sub-theme to each group for discussion and reporting. Which kind of communication model will best describe his/her strategy in this regard?

- (A) Transactional Model
- (B) Interactional Model
- (C) Horizontal Model
- (D) Linear Model

Correct Option(s): A

English

21.

Given below are two statement

Statement I: In mass communication, the message is rapid and public

Statement II: New technology has blurred the distinction between inter –personal communication and mass communication

Choose the correct answer from the options given below

- (A) Both Statement I and Statement II are Correct
- (B) Both statement I and statement II are incorrect
- (C) Statement I is correct but statement II is correct
- (D) Statement I incorrect but statement II is correct

Correct Option(s): B

English

22. Who is the feminist film theorist known for the essay “Visual Pleasure and Narrative Cinema”?

- (A) Wimal Dissanayake
- (B) Laura Mulvey
- (C) Louis Spence
- (D) Robert Stam

Correct Option(s): C

English

23. The _____ is a basic film editing guideline which states that the camera should move at least 30 degrees between shots of the same subject occurring in succession.

- (A) Cropping
- (B) 30-degree rule
- (C) 180-degree rule
- (D) 90-degree rule

Correct Option(s): B

English

24. In the questions given below are two statements labeled as Assertion (A) and Reason (R). In the context of the two statements, which one of the following is correct? Assertion (A): Every Journalist should follow Journalistic ethics. Reason (R): Aids in the reliable, accurate, and balanced reporting of News by Journalists

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

Correct Option(s): A

English

25. _____ are people, organization and institutions who influence the functioning of the organization

- (A) Employees
- (B) Suppliers
- (C) Opinion Leaders
- (D) Consumer

Correct Option(s): C

English

26. Which of the following term used to refer the “inequality of access to telecommunications and information technology, particularly the Internet”.

- (A) Digital divide
- (B) Technological fraction
- (C) Digital allocation
- (D) Electronic amalgamation

Correct Option(s): A

English

27. “Technologies like alphabets, printing presses etc. influence the thoughts of people which in turn affects social organization”, which of the following theorist proposed this statement?

- (A) Denis McQuail
- (B) Raymond William
- (C) Marshall McLuhan
- (D) Jürgen Habermas

Correct Option(s): C

English

28. Who viewed 'Culture as a productive process'?

- (A) Harold Laswell
- (B) Raymond William
- (C) Denis McQuail
- (D) Marshall McLuhan

Correct Option(s): A

English

29. Which of the following philosopher arguing that "the medium contains its own message, which is independent of the content"?

- (A) Jacques Maritain
- (B) Charles Taylor
- (C) Marshall McLuhan
- (D) Raymond Williams

Correct Option(s): C

English

30.

Consider the following statements

- I) It provide commentary on a particular subject
- II) It function as more personal online diaries;
- III) Suitable to online brand advertising of a particular individual or company

These statements are mainly related to Virtual communication

- (A) WhatsApp
- (B) Blog
- (C) Meta
- (D) Telegram

Correct Option(s): B

English

31.

Consider the following statements.

- I) Facilitate the development of social hierarchies
- II) Not interested in expansion across geographical boundaries
- III) Durable, heavy and difficult to move

According to Harold Innis, above statements are related to which type of communication media?

- (A) Time biased media
- (B) Space biased media
- (C) Print biased media
- (D) Electronic biased media

Correct Option(s): A

English

32. The Structural Transformation of the Public Sphere' authored by?

- (A) Jürgen Habermas
- (B) Raymond William
- (C) Harold Laswell
- (D) Denis McQuail

Correct Option(s): A

English

33. What is meant by Micro Blogging?

- (A) This is a standard blog, with content posting in about 500 words
- (B) Communication through mobile devices
- (C) Act of creating and exchange small elements of content
- (D) It is type of blog, you can write more details and information and maybe convey better images to your readers

Correct Option(s): C

English

34. Compared to other marketing communications tools, PR is the:

- (A) Excellent at closing sales
- (B) Worst for generating trust & confidence
- (C) Best of generating trust & confidence
- (D) Average for generating trust & confidence

Correct Option(s): C

English

35. _____ movies are dialogue centric, where the story takes the centre stage and all other technological aspects of film making are ignored.

- (A) Realistic
- (B) Musical
- (C) Melodramatic
- (D) Thriller

Correct Option(s): C

English

36. A _____ is an uninterrupted shot in a film which lasts much longer than the conventional editing pace, either of the film itself or of films in general, usually lasting several minutes.

- (A) Shallow focus
- (B) Deep focus
- (C) Long take
- (D) None of these

Correct Option(s): C

English

37. In the essay, "Colonialism, Racism and Representation: An Introduction", the colonial relation has to do with _____ nomination rather than with crude economic, racial, cultural, or geographical categories.

- (A) Political
- (B) Social
- (C) Structural
- (D) Strategic

Correct Option(s): C

English

38. The term "Development Communication" was first coined by:

- (A) Nora Quebral
- (B) O.P. Dahama
- (C) Sir Daniel Hamilton
- (D) JP Leagans

Correct Option(s): A

English

39. To format your news story to make it easier for someone else to read on the radio, which of the following would you NOT do?

- (A) Write numbers in numerals with commas to separate millions, thousands, etc.
- (B) Capitalize or underline words that need extra emphasis
- (C) Put cut or actuality (prerecorded quote) information at the point where the cut will be
- (D) Avoid hyphenating words

Correct Option(s): A

English

40. Sign language created by the world federation of the deaf for use at international conferences and meetings of deaf people

- (A) Gestuno
- (B) Kinesics
- (C) Olfaction
- (D) Proximity

Correct Option(s): A

English

41. A show card is:

- (A) One that prevents respondents from expressing their opinions about a statement
- (B) One that encourages explicit discussion of sensitive or personal information
- (C) One that prompts respondents to choose from a range of possible answers
- (D) One that researchers must present when they compete at pony club events

Correct Option(s): C

English

42. Theory that sees people as essentially story-tellers, defining human kind as homo narrans.

- (A) Persuasory model
- (B) Narrative
- (C) Rhetoric Model
- (D) Propaganda

Correct Option(s): B

English

43. The creative pyramid

- (A) Is diametrically opposite to the advertising pyramid
- (B) Has six steps just like the advertising pyramid
- (C) Is a tool used in the Judge role to determine the practicality of the ad
- (D) Is a guide to formulating copy and art

Correct Option(s): D

English

44. Which advertising strategy aims to maximize both the efficiency and effectiveness of an advertising campaign?

- (A) Standardization
- (B) Marketing management
- (C) Global advertising
- (D) Local advertising

Correct Option(s): C

English

45. The structuration theory was an influential contribution of

- (A) Anthony Giddens
- (B) Ithiel de Sola Pool
- (C) Charles Pierce
- (D) Manuel Castells

Correct Option(s): A

English

46. Which of the following is a gatekeeper's major role?

- (A) controlling the flow of message to the audience
- (B) developing new methods of cross-media transmission of information
- (C) encouraging all participants in the communication process to more freely disseminate their messages
- (D) making it easier for participants to enter the field of communication

Correct Option(s): A

English

47. When your text says that interpersonal communication can be thought of as a constellation of behaviors, it means that:

- (A) It is important to understand the joint actions people perform when they are together.
- (B) It is important to understand how people label and evaluate relationships.
- (C) It is important to understand the opposing forces that pull communicators in different directions.
- (D) None of the above

Correct Option(s): A

English

48. Who stated "the commodification of symbolic forms is a characteristic feature of mass communication"?

- (A) Paul Lazars Feld
- (B) Raymond William
- (C) Jay Blumler
- (D) John B. Thompson

Correct Option(s): A

English

49. _____, the 1960 horror film directed by Alfred Hitchcock, was considered to be both a classic and first modern horror film opening the viewers of cinema to the "slasher" genre.

- (A) Lodger
- (B) Psycho
- (C) Sabotage
- (D) Notorious

Correct Option(s): B

English

50. Which model refers to Gatekeeper concept.

- (A) Theodore Newcomb's
- (B) Shannon and Weaver's
- (C) Bruce Westley and MacLeans
- (D) George Gerbner

Correct Option(s): C