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120 MINUTES

1. Journalists may predict that something will happen, this forming a mental image of an event which in turn increases its chance of becoming news- is a news value coined by Galtung and Ruge. What is this?
A) Proximity B) Prominence C) Consonance D) Frequency
2. ----- is a special area of interest or a geographic zone that is usually the responsibility of a single reporter or a team of reporters, depending on its complexity and importance.
A) Beat B) Display C) Assignment D) Scoop
3. Which of the following leads is desirable for writing news stories or features?
A) No-news beginnings B) Static leads
C) Suitcase leads D) Straight news leads
4. ----- is a story that accompanies a main news article that provides additional information to the story.
A) Ear panel B) Banner
C) Side bar D) Summary lead
5. 'Golden Mean' is used to create better:
A) Visual composition B) Aspect Ratio
C) Economy of space D) Colour tones matched to the subject
6. The brand which was dragged into a controversy that their advertisement promoted the idea of 'Love Jihad':
A) Fair and Lovely B) Zomato
C) Tanishq D) Santoor
7. -----are phrases or sounds that are associated with a given brand with repetition and these evoke instant reaction and recall among viewers/listeners.
A) Puffery B) Jingle C) Signature D) Mnemonics
8. The white space formed by inner margins of two pages is called:
A) Gutter B) Linage C) Filler D) Giveaway
9. 'Crystallising Public Opinion' is a book by:
A) John W Hill B) Walter Lippman
C) Edward Bernays D) Ivy Lee

10. 'HARDtalk' is an interview programme by:
 A) BBC B) CNN C) Fox News D) NDTV 24x7
11. -----, the Digital Transformation Minister of Ukraine has gained world-wide attention during the standoff with Russia through his innovative strategies in leading an information war.
 A) Volodymyr Zelensky B) Mykhailo Fedorov
 C) Andriy Bogdan D) Luka Modric
12. The company which give Indian TV Channels' viewership ratings on a regular basis now:
 A) AC Nielson B) TAM Media
 C) BARC India D) ORG MARG
13. Details of a particular incident that may be included in a story to help paint a wider picture and/or to add 'entertainment value' is:
 A) Angle B) Peg C) Anecdote D) Hook
14. RT is a TV network from:
 A) USA B) UK C) Japan D) Russia
15. 'The vanishing Newspaper' , a book which predicted the end of newspapers by 2043 is written by:
 A) Ben Bagdikian B) Bob Woodward
 C) Fareed Zakariah D) Philip Meyer
16. Le Monde is a newspaper from:
 A) France B) Italy C) Germany D) Switzerland
17. The largest circulated daily in the world:
 A) The New York Times B) Dainik Jagran
 C) Yomiuri Shimbun D) Times of India
18. Crimean war pictures are considered as the first visual documentation of war and destruction in the world. Who photographed Crimean war extensively?
 A) Robert Capa B) Roger Fenton
 C) Edweard Muybridge D) Jules Verne
19. 'Cultural Capital' is a term coined by:
 A) Pierre Bourdieu B) Susan Sontag
 C) Jacques Lacan D) Stuart Hall

20. The director of the famous movie, 'The Godfather'?
- A) Martin Scorsese B) Francis Ford Coppola
C) Mario Puzo D) Marlon Brando
21. The parent company of Google:
- A) Meta Platforms Inc B) Tencent Holdings Ltd.
C) Alphabet Inc D) Microsoft Corporation
22. The social movement 'Black Lives Matter' was initiated in 2013 with the acquittal of George Zimmerman in the shooting death of :
- A) Michael Brown B) Trayvon Martin
C) Eric Garner D) Derek Chauvin
23. 'Facebook- Cambridge Analytica scandal is an example of modern-day colonialism'. This statement was made by the whistle blower of the episode:
- A) Christopher Wylie B) Chelsea Manning
C) Edward Snowden D) Frances Haugen
24. Radio, TV or newspapers are space binding media types which have lesser life span, says-----.
- A) Eric A. Havelock B) Marshall McLuhan
C) Edmund Snow Carpenter D) Harold Adams Innis
25. Assertion (A): 'Agitprop', a portmanteau of Agitation and Propaganda, is an honest way for political victory since the former appeals to the uneducated and the latter addresses the educated, say Plekhanov and Lenin.
Reason (R): Because the uneducated can connect to the slogans and half-truths to exploit their grievances and the educated can be reasoned with scientific arguments.
- A) Both A and R are correct
B) Both A and R are wrong
C) A is correct and R is wrong
D) A is wrong and R is correct
26. 'A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century' is an essay by
- A) Donna J. Haraway B) Chela Sandoval
C) Sandra Harding D) Alondra Nelson
27. Who among the following, is **not** a critical cultural theorist?
- A) Richard Hoggart B) Raymond Williams
C) Harold Lasswell D) Herbert Marcuse

28. Sensationalist news discourses which replace rational discourses with a strong emphasis on narrative and personalisation and dramatization as dominant trends can be referred to as-----.
- A) Datafication B) Tabloidization
C) Trivialisation D) None of the above
29. 'We are not just fighting an epidemic; we are fighting an infodemic', said----- referring to fake news that spreads faster and more easily than (COVID-19) virus.
- A) Donald Trump B) Tedros Adhanom Ghebreyesus
C) Li Wen Liang D) Angela Merkel
30. Which one of the following is **not** a search engine?
- A) Bing B) Yandex
C) Duck Duck Go D) Mozilla Firefox
31. Radio Rural forums or Charcha Mandals were started by AIR in -----to promote development and social change messages.
- A) Pune B) Patna C) Chattera D) Kheda
32. Soviet Montage theory is best illustrated in----- directed by Eisenstein.
- A) Battleship Potemkin B) Birth of a Nation
C) Intolerance D) A trip to the moon
33. The film 'Good night and Good luck' is a tribute to the legendary broadcast journalist and host of 'See it Now' by CBS. He was instrumental in ending the McCarthyyan propaganda of 'red terror' in US after the Second World War. Who was he?
- A) Mike Wallace B) Walter Cronkite
C) Edward R Murrow D) David Frost
34. ----- sampling is a method of sampling in which the whole population is divided into sub groups and includes more samples from the sub groups relevant for the study.
- A) Simple Random B) Stratified Random
C) Quota D) Purposive
35. Range which leaves out extreme values:
- A) Standard Deviation B) Variance
C) Mean deviation D) Inter quartile range
36. An extremely high or low value which lies at an abnormal distance from other values in a data set is:
- A) Mode B) Outlier C) Deviant D) All of these

37. Biased; _____; _____: _____; _____; _____; _____; _____; _____;Unbiased.
This scale is a ----- scale.
- A) Likert B) Semantic Differential
C) Guttman D) Thurstone
38. If the background colour, text or pictures exceeds to the edge of the papers then it is called:
- A) Gutter B) Scrum C) Brightner D) Bleed
39. ----- is defined as the number of printed copies of an issue of a newspaper or magazine.
- A) Print run B) Circulation figures
C) Dummy D) Plate
40. -----school initiated the ‘medium theory’ in mass communication which asserted the significance of medium as a vehicle which carries meanings in the process of communication.
- A) Toronto B) Frankfurt C) Birmingham D) Chicago
41. Mosaic model of communication is proposed by:
- A) Riley and Riley B) E X Dance
C) Abraham Maslow D) Sam Becker
42. Who among the following is **not** associated with gate keeping theory of communication?
- A) David Manning White B) Shannon and Weaver
C) Kurt Lewin D) Wesley and MacLean
43. The US Bill of Rights is associated with----- theory.
- A) Authoritarian B) Libertarian
C) Social Responsibility D) Democratic Participant
44. The Theory ‘Attention, retention, and reproduction are three stages of observational learning’- was proposed by:
- A) E L Thorndike B) B F Skinner
C) Ivan Pavlov D) Albert Bandura
45. Unit relations and sentiment relations are associated with:
- A) Theory of Cognitive Dissonance
B) Trial and Error theory
C) Balance theory
D) All of these

46. A psychological phenomenon in which people repeat other people's behaviour and action or blindly imitate others:
 A) Bandwagon effects B) Incidental effects
 C) Technological effects D) None of these
47. The tentative correlation between 'cause' and 'effect' can be called:
 A) Theory B) Hypothesis C) Law D) None of these
48. Who coined the term 'Third World'?
 A) G Funkhauser B) Albert Bandura
 C) G H Mead D) Alfred Sauvy
49. A Shyam Benegal film which is inspired by the white revolution of India and Gujarat Cooperative movement:
 A) Ankur B) Nishant C) Manthan D) Arohan
50. Mexican telenovella, VenConnigo inspired the serial drama series:
 A) Surabhi B) Bharath Ek Khoj
 C) Junoon D) Hum Log
51. -----was earlier known as International Bank for Reconstruction and Development.
 A) World Bank B) ADB
 C) IMF D) US Federal Reserve
52. ----- can be referred as internal public of an organisation.
 A) Media B) Government
 C) Customers D) Employees
53. CPM in advertising is the acronym for:
 A) Cost per Thousand B) Cost per Million
 C) Cost per Minute D) Cost per Millimetre
54. The sharing of unannounced, relevant information between a PR professional and the media that cannot be published before an agreed upon time and date:
 A) Deadline B) Pre-release C) Embargo D) Media kit
55. ----- is the process of improving the chances of appearing in web search results.
 A) SMT B) SEO C) RNR D) GMT
56. Division of work, unity of command and Esprit de corps are some of the 14 management principles suggested by:
 A) Max Weber B) Frederick W Taylor
 C) Henri Fayol D) StephaneMony

57. Which one of the following needs is the highest one in the order of hierarchy to achieve motivation in order to satisfy desired goals according to Abraham Maslow?
- A) Physiological needs B) Security needs
C) Esteem needs D) Self-actualisation needs
58. ----- microphone is a microphone which can pick up sound from all directions.
- A) Uni-directional B) Cardioid
C) Omnidirectional D) Shot gun
59. Segue is another term for ----- in video/audio transitions.
- A) Cut B) Fade C) Dissolve D) Wipe
60. Unscripted words or sentences used in a radio or TV programme extemporaneously by a host are called:
- A) Roll B) Rhymes
C) Ad lib D) Announcement
61. 1080p HD TV sets use ----- scanning method to display video signals.
- A) Progressive B) Interlaced
C) Standard Definition D) Comb
62. The Director of 'Fahrenheit 11/9' a documentary about the 2016 US presidential elections and presidency of Donald Trump:
- A) YannArtus Bertrand B) Katherine Bigelow
C) Werner Herzog D) Michael Moore
63. Maria Ressa and Dmitry Muratov who were the Nobel Peace Prize winners of 2021 work as:
- A) Interlocutors B) Journalists
C) Refugee relief activists D) Activists who fight atrocities against women
64. Who among the following was behind the Indian National Congress' underground Radio during the freedom struggle?
- A) VithaldasKhakar B) Shankerlal Banker
C) Mahadev Desai D) Rajendra Prasad
65. 'Prosumer' -a portmanteau of producer and consumer- the term by which ----- foresaw the blurring and merging of the roles of producers and consumers in highly technological market places.
- A) Manuel Castells B) Marshall McLuhan
C) George Ritzer D) Alvin Toffler

66. 'All human beings are created equal' is an amendment put forth by Hansa Mehta of ----- in the place of 'All men are created equal' in the earlier draft of Universal Declaration of Human Rights by UN in 1948.
A) India B) Indonesia C) Bangladesh D) Bhutan
67. 'Pedagogy of the oppressed' is a famous work by:
A) Paul Streeten B) Paulo Freire
C) Antonio Gramsci D) Raul Prebisch
68. An arena of exercising patriarchal power:
A) Family B) Religion
C) Political system D) All of the above
69. "One is not born, but rather becomes a 'woman'- Who said this?
A) Judith Butler B) Laura Mulvey
C) Simone De Beauvoir D) Sarojini Naidu
70. The Supreme Court of India struck down the provisions of Section ----- which criminalised same sex relations even with consent.
A) 377 B) 376 C) 124A D) 375
71. ----- is a media initiative including newspaper, digital formats and videos which is entirely run by rural women of UP in local dialects.
A) Sangwari Khabariya B) Khabar Lahariya
C) PARI D) Gramvani
72. ----- is regarded as the philosopher who formulated the fundamentals of positivism.
A) Herbert Spencer B) John Stuart Mill
C) Emile Durkheim D) Auguste Comte
73. 'The Common man' is a cartoon character created by:
A) Shankar B) E P Unny
C) Satish Acharya D) R K Laxman
74. The UN Climate Change Conference 2021 (COP 26) was held at:
A) Paris B) Glasgow C) Berlin D) New York
75. The first Sustainable Development Goal designed by UN:
A) No Poverty
B) Zero hunger
C) Good health and well-being
D) Gender equality

76. The assassination of Abraham Lincoln was the scoop of---- news agency.
 A) Reuters B) The Havas News Agency
 C) AFP D) ANSA
77. The First amendment of the US Constitution stipulates that US congress shall make -----.
 A) laws with reasonable restrictions for freedom of speech and expression
 B) no law which prohibits freedom of expression and freedom of press
 C) laws which prohibit racial discrimination
 D) no law which restricts right to live
78. ‘You furnish pictures, I will furnish war’ is an infamous quote by:
 A) John Campbell B) William Randolph Hearst
 C) Joseph Pulitzer D) John Peter Zenger
79. The Governor General who had to face harsh criticism from James Augustus Hicky:
 A) Lord Linlithgow B) Sir Charles Metcalfe
 C) Warren Hastings D) Lord William Bentinck
80. ‘New India’ is a newspaper started by:
 A) Gopal Krishna Gokhale B) Dadabhai Naoroji
 C) Bal Gangadhar Tilak D) Annie Besant
81. Mahatma Gandhi’s autobiography ‘My Experiments with Truth’ was first published in the journal:
 A) Navajivan B) Young India
 C) Indian Opinion D) Harijan
82. Who among the following was the editor of National Herald?
 A) Edatata Narayanan B) Chalapati Rau
 C) B R P Bhaskar D) M Sivaram
83. The enquiry committee which was formed by the Janata Government to collect facts on the misuse of mass media including DD, AIR etc. during emergency period was----- Committee.
 A) Kuldeep Nayyar B) Diwakar
 C) Joshi D) K K Das
84. ----- Committee recommended the formation of Akash Bharti, a totally independent broadcasting trust which ensured autonomy for DD and AIR.
 A) Chanda B) Varghese C) Diwakar D) Divatia

85. A publication which was **not** edited by Kesari Balakrishna Pillai:
 A) Samadarshi B) Prabodhakan C) Keralan D) Kesari
86. The first amendment of the Indian Constitution through an act of Parliament in 1951 was related to:
 A) Restrictions to freedom of speech and expression
 B) Special consideration for weaker sections of society
 C) Zamindari abolition
 D) All of the above
87. 'People's Plan Campaign' through LSGs in Kerala can be considered as an example of----- development model.
 A) Top down B) Participatory
 C) Instructional D) All of these
88. The World Trade Organisation (WTO) commenced its operations under----- agreement.
 A) GATT B) Bretton Wood
 C) Kyoto D) Marrakesh
89. The Physical Quality of Life Index (PQLI) was developed by:
 A) Morris David Morris B) Mahbub UlHaq
 C) AmartyaSen D) W WRostow
90. The correct order of diffusion of innovations proposed by Rogers is:
 A) Knowledge, Persuasion, Decision, Implementation, Confirmation
 B) Knowledge, Implementation, Persuasion, Decision, Confirmation
 C) Knowledge, Decision, Persuasion, Implementation, Confirmation
 D) Knowledge, Decision, Implementation, Persuasion, Confirmation
91. Latin American Structuralist School of Economics is closely related to:
 A) Modernisation paradigm
 B) Gandhian school
 C) Import Substitution Industrialisation
 D) Green Revolution
92. Rachel Carson's 'Silent Spring' is considered as a work that inspired environmental movement in the US and was instrumental in changing the policy of the government. This book dealt with the harmful effects of:
 A) Greenhouse gas emission B) Deforestation
 C) Excessive use of pesticides D) River pollution

93. Lack of empathy among traditional societies is one of the reasons for their under-developed state- Who proposed this?
 A) Wilbur Schramm B) Rosario Braid
 C) Herbert Schiller D) Daniel Lerner
94. ----- is defined as the capacity and power to determine one's actions and life.
 A) Identity B) Agency
 C) Culture D) Representation
95. The French cultural theorist who coined the term 'cultural intermediaries':
 A) Pierre Bordieu B) Jean Baudrillard
 C) Jean Francois Lyotard D) Roland Barthes
96. ----- is the branch of philosophy that deals with questions concerning the nature, scope and sources of knowledge.
 A) Ontology B) Epistemology
 C) Axiology D) Genealogy
97. 'The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power',- is a book by:
 A) Jaron Lanier B) Tristan Harris
 C) Marc Prensky D) Shoshana Zuboff
98. The case in Supreme Court which was instrumental in striking down the Newspaper (Prices and Pages) Act 1956:
 A) RomeshThapar Vs State of Madras
 B) Sakal Papers Vs Union of India
 C) Bennett and Coleman Vs Union of India
 D) Indian Express Vs Union of India
99. 'Cross Roads' published by ----- was banned in 1950 for its critical comments against Nehruvian policies.
 A) N Raghunathan B) Khushwant Singh
 C) Romesh Thapar D) C P Ramachandran
100. Actor and model Milind Soman was booked by the Goa Police under Section 294 of IPC. This crime is related to:
 A) Atrocities against women B) Obscene acts in a public place
 C) Threat to national security D) Criminal intimidation
101. Section --- of RTI Act denies access to information if it involves an infringement of copyright subsisting in a person other than the state.
 A) 8 B) 9 C) 23 D) 24

102. Rating category 'U' of films and OTT content means suitable for:
 A) All ages
 B) Persons aged 7 years and above
 C) Persons aged 13 years and above
 D) Persons aged 16 years and above
103. 'The ends justify the means' is a concept of ethics proposed by:
 A) Jeremy Bentham B) John Stuart Mills
 C) Niccolò Machiavelli D) Immanuel Kant
104. The Indian representative of the MacBride Commission:
 A) Kuldip Nayyar B) B G Varghese
 C) Pothan Joseph D) Arun Shourie
105. The Non- Aligned News Agencies Pool was founded in:
 A) 1970 B) 1974 C) 1977 D) 1978
106. The Press Council of India was established in:
 A) 1966 B) 1976 C) 1952 D) 1956
107. 'Imagined Community' is an idea developed by ---- by focussing on print capitalism.
 A) Clay Shirky B) Raymond Williams
 C) Benedict Anderson D) Manuel Castells
108. The Registrar of Newspapers for India was established as per the recommendation of:
 A) First Press Commission
 B) Second Press Commission
 C) Press Council of India
 D) Ministry of Information and Broadcasting
109. The founder of the Indian Express group:
 A) Jaidayal Dalmiya B) Shanti Prasad Jain
 C) G Subrahmanya Iyer D) Ramnath Goenka
110. The Minister for Information and Broadcasting in Lal Bahadur Shastri's cabinet:
 A) Gulzarilal Nanda B) Devakant Barooah
 C) Indira Gandhi D) Kamaraj
111. Nonverbal communication achieved through tone of voice, tempo, speed of speaking etc. is known as-----.
 A) Chronemics B) Haptics C) Vocalics D) Semiotics

112. The first female news reader in AIR, appointed in 1947:
 A) Salma Sultan B) Saeeda Bano
 C) Geetanjali Iyer D) Pratima Puri
113. The US President who started radio address to the nation titled 'Fireside Chats'.
 A) Ronald Reagan B) Franklin D Roosevelt
 C) Barack Obama D) George W Bush
114. The first paragraph of the story or lead contained the gist of the story in a way that sparked interest and drew in readers. The paragraph following the lead provided important background or contextual information- This style is referred as:
 A) Inverted pyramid B) Hour glass
 C) Nut-graph D) Linked boxes
115. Which one of the following is **not** a filter of editorial bias according to the propaganda model put forth by Herman and Chomsky?
 A) Ownership B) Advertising
 C) Receivers D) Anti-communism
116. Which of the following can be considered part of the Fifth Estate?
 A) Blogs B) Social Media
 C) Online groupings D) All of the above
117. The term 'Editor' was first used in 1802 to describe the person in charge of a periodical or newspaper. Who is credited with the demarcation of the job of an editor for the first time?
 A) Muddiman B) Samuel Buckley
 C) Thomas Phellips D) James Perry
118. Sex is a biological construct whereas gender is a ----construct.
 A) Social B) Political C) Economic D) Patriarchal
119. Newspapers and magazines generally follow----- lay out.
 A) Vertical B) Horizontal C) Circus D) Conventional
120. Study of the ways in which signs communicate meaning and of the rules that govern their use is:
 A) Semiotics B) Haptics C) Polemics D) Kinesics
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