



## Paper - II

Booklet Code

### Mass Communication & Journalism

A

Test Booklet No.

SUBJECT CODE : 26

Roll No. :

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(Figures as per admission card)

Roll No. (in words) :

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OMR Sheet No. :

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Name and Signature of Invigilator/s

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Time : 2 Hours

Maximum Marks : 200

Number of Pages in this Booklet : 24

Number of Questions in this Booklet : 100

#### Instructions for the Candidates

1. Write your roll number in the space provided on the top of this page.
2. This paper consists of hundred (100) multiple-choice type of questions.
3. At the commencement of examination, the test booklet will be given to you. In the first 5 minutes, you are requested **To Open the Booklet and Compulsorily Examine it as Below:**
  - (i) To have access to the Test Booklet, tear off the paper seal on the edge of the cover page. Do not accept a booklet without sticker seal or open booklet.
  - (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Test Booklet will be replaced nor any extra time will be given.
  - (iii) After the verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
4. Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.  
**Example :** (A) (B) (C) (D)  
where (C) is the correct response.
5. Your responses to the questions are to be indicated in the **OMR Sheet kept inside this Booklet**. If you mark at any place other than in the circles, the OMR Sheet will not be evaluated.
6. Read the instructions given in OMR Sheet carefully. Fill the Booklet Code of Paper-II in OMR Sheet **Compulsorily**.
7. Rough Work is to be done in the end of this booklet.
8. If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space provided for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
9. You have to return the OMR answer Sheet to the invigilators at the end of the examination compulsorily and must NOT carry it with you outside the Examination Hall.
10. You can take away test booklet and carbon copy of OMR Answer Sheet after the examination.
11. **Use only Blue/Black Ball point pen.**
12. **Use of any calculator, electronic gadgets or log table, etc. is prohibited.**
13. **There is no negative mark for incorrect answer.**

A





1. The originator of the phrase 'Press is the fourth estate', is :
  - (A) Edmund Burke
  - (B) Lord Macaulay
  - (C) North Cliff
  - (D) Rudyard Kipling
2. The Soviet Media theory had its roots in :
  - (A) Italian fascist philosophy
  - (B) Public opinion
  - (C) German ideology
  - (D) Japanese imperialist edicts
3. Inventor of Printing Press was :
  - (A) Marconi
  - (B) Ivy Lee
  - (C) Gutenberg
  - (D) Sylvester Lee
4. The 'Limited Effects' model of Mass Communication was a counter to :
  - (A) ABX model
  - (B) Circular model
  - (C) Diffusion model
  - (D) Hypodermic needle model
5. All India Radio (A.I.R.) for broadcasting was named in the year :
  - (A) 1946
  - (B) 1936
  - (C) 1966
  - (D) 1956
6. Which one is a traditional/folk media?
  - (A) Nautanki
  - (B) Paid news
  - (C) Leaflet
  - (D) Newspaper



7. New India was established by :
- (A) S. Sadanand
  - (B) Mrs. Annie Besant
  - (C) B.G. Horniman
  - (D) Sir Pherozeshah Mehta
8. 'Deep Throat' was the source of information for the reporters investigating :
- (A) The Watergate scandal
  - (B) The Irangate scandal
  - (C) The Profumo-Christine Keeler scandal
  - (D) The Mundhra scandal
9. The news of important public events appearing in the front sections of a newspaper is called :
- (A) Hard News
  - (B) Soft News
  - (C) Investigative News
  - (D) Feature News
10. In newspapers, news content should avoid :
- (A) Adjectives
  - (B) Nouns
  - (C) Verbs
  - (D) Participles
11. What is meant by editorial note?
- (A) Small editorial
  - (B) Editor's notes
  - (C) Additional editorial
  - (D) None of these
12. Pop Up advertisement relates to :
- (A) Newspaper
  - (B) Magazines
  - (C) Radio
  - (D) Internet



13. Communication based on purchased time or space is called :
- (A) Publicity
  - (B) Advertising
  - (C) Propaganda
  - (D) None of these
14. \_\_\_\_\_ is the management of flow of information between an individual or an organization and the public.
- (A) Public relations
  - (B) Public monitoring
  - (C) Public awareness
  - (D) Public issues
15. Which among the following amendments of Constitution of India had accorded precedence to Directive Principles over Fundamental Rights?
- (A) 25th
  - (B) 42nd
  - (C) 59th
  - (D) 44th
16. What is an F-stop?
- (A) Measurement of the flow of electricity
  - (B) The size of the opening of a diaphragm
  - (C) Measurement of the light temperature
  - (D) The valve that stops the movement of a camera mounted on a tripod
17. What is Lithography?
- (A) A method of printing
  - (B) A system of local bodies
  - (C) Circulation of newspaper
  - (D) None of these
18. The headquarter of CNN is situated in :
- (A) New York
  - (B) Washington
  - (C) Atlanta
  - (D) None of these



19. When media audience derive different meanings from the same text, the message is considered as :
- (A) Polysemic
  - (B) Denotative
  - (C) Connotative
  - (D) Contrived
20. A typical soundtrack which identifies a program is known as :
- (A) Sound track
  - (B) Music track
  - (C) Signature tune
  - (D) None of these
21. 'Web Hate' is the name given to :
- (A) Hating the spider's web
  - (B) Web sites that spread hatred
  - (C) Internet haters
  - (D) Computer-phobia
22. Information fatigue relates to :
- (A) Low information
  - (B) Excessive information
  - (C) Balanced information
  - (D) No information
23. The contrast of a digital photography is measured by :
- (A) Pixels
  - (B) Aspect ratio
  - (C) Focal point
  - (D) F-stop
24. When a camera pans fast to a visual's blur and steadies into a correct focus at a particular point, it is called :
- (A) Hand-held camera
  - (B) Whip pan
  - (C) Tilting
  - (D) Panning



25. The Positivist Paradigm, adopted by researchers in Mass Communication, makes a liberal use of :

- (A) Description
- (B) Fictional narratives
- (C) Aesthetics
- (D) Quantification

26. Which one of the following is an indication of the quality of a research journal ?

- (A) Impact factor
- (B) H-index
- (C) G-index
- (D) i10-index

27. Testing the clarity of a tool or instrument for collecting information is known as :

- (A) Pilot-test
- (B) Re-test
- (C) Post-test
- (D) Summative-test

28. Which one of the following references is written according to American Psychological Association (APA) format ?

- (A) Sharma, V. (2010). Fundamentals of Computer Science. New Delhi : Tata McGraw Hill
- (B) Sharma, V. 2010. Fundamentals of Computer Science. New Delhi : Tata McGraw Hill
- (C) Sharma.V. 2010. Fundamentals of Computer Science, New Delhi : Tata McGraw Hill
- (D) Sharma, V. (2010), Fundamentals of Computer Science, New Delhi : Tata McGraw Hill

29. Match List-I and List-II and select the correct answer from the codes given below:

	List-I (Terms)		List-II (Explanation)
P	Focus out	1	Camera cover to lessen the sound of a camera
Q	Focus	2	Tape to paste on a spliced film to reduce sound
R	Blimp	3	Subject not clear
S	Bloop	4	Camera operation to sharpen the image

Codes:

	P	Q	R	S
(A)	1	2	3	4
(B)	4	3	2	1
(C)	3	4	1	2
(D)	2	1	4	3



30. Given below are two statements, one labelled as Assertion (a) and the other labelled as Reason (r). Read the statements and choose the correct answer from the code given below:
- Assertion (a) :** Social networking can make the Indian political class watchful and refrain from getting involved in misdeeds.
- Reason (r) :** Social media have made the Arab spring possible and hence, the Indian political class is cautious.
- (A) Both (a) and (r) are true
- (B) Both (a) and (r) are true but (r) is not correct explanation of (a)
- (C) (a) is true, but (r) is false
- (D) (a) is false, but (r) is true
31. What is known as the silent advertisement?
- (A) Logo
- (B) Advertorial
- (C) Campaign
- (D) Web portal
32. The pioneer of the silent feature film in India was :
- (A) K.A. Abbas
- (B) Satyajit Ray
- (C) B.R. Chopra
- (D) Dada Saheb Phalke
33. According to William Stephenson Mass Media serves the basic purpose of providing entertainment, escape and release, this theory was called :
- (A) Cultivation Theory
- (B) Social Learning Theory
- (C) Play Theory
- (D) Agenda Setting Theory
34. The major objective of the community radio station is :
- (A) Infotainment
- (B) Entertainment
- (C) Economic profit
- (D) Social inclusion



35. Another name for Banner Headline is :
- (A) Kicker head
  - (B) Line head
  - (C) Crossline
  - (D) Hammer head
36. The paid advertisements that appear on the top pages of the Google search is known as :
- (A) Keyword advertising
  - (B) Organic search
  - (C) Inorganic search
  - (D) Interstitial
37. Which section of the Indian Penal Code (IPC) deals with obscenity?
- (A) 290
  - (B) 291
  - (C) 292
  - (D) 293
38. Different types of blogs can be set with different backgrounds with the concept of :
- (A) Themes
  - (B) Elementor
  - (C) Rushes
  - (D) Grids
39. Transmission bands for FM radio range are between :
- (A) 88 to 108 MHz
  - (B) 86 to 108 MHz
  - (C) 88 to 107 MHz
  - (D) 88 to 104 MHz
40. Non-linear editing is :
- (A) Destructive
  - (B) Order sequence
  - (C) Non-destructive
  - (D) None of these



41. The colour transmission was started by Doordarshan in :

- (A) 1976
- (B) 1982
- (C) 1984
- (D) 1986

42. In Paul Lazarsfeld's test of media effects on an election, he discovered that people :

- (A) were powerfully influenced by the media in their voting choices
- (B) rated media as equal to friends and acquaintances in making voting decisions
- (C) generally mentioned friends and acquaintances as resources for their voting
- (D) actively sought out media information to help in their voting choices

43. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Model)		List-II (Shape)
P	Dance	1	Circular
Q	New Comb	2	Linear
R	Shannon & Weaver	3	Helical
S	Osgood	4	Tringular

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 1 | 4 | 3 | 2 |
| (B) | 2 | 1 | 3 | 4 |
| (C) | 4 | 3 | 2 | 1 |
| (D) | 3 | 4 | 2 | 1 |

44. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Newspaper)		List-II (Founder)
P	Kesari	1	Annie Besant
Q	Mirat-ul-Akhbar	2	Ganesh Shankar Vidyarthi
R	New India	3	Raja Ram Mohan Roy
S	Pratap	4	Bal Gangadhar Tilak

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 3 | 4 | 1 |
| (B) | 2 | 4 | 1 | 3 |
| (C) | 4 | 3 | 1 | 2 |
| (D) | 3 | 1 | 4 | 2 |

45. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Theory)		List-II (Inventor)
P	Play theory	1	Festinger
Q	Two-step flow theory	2	Stephenson
R	Dependency theory	3	Defleur
S	Cognitive dissonance theory	4	Lazarsfeld

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 4 | 3 | 1 | 2 |
| (B) | 2 | 4 | 3 | 1 |
| (C) | 3 | 4 | 1 | 2 |
| (D) | 2 | 1 | 4 | 3 |



46. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Editors)		List-II (Publication)
P	Shekhar Gupta	1	India Today
Q	Aroon Purie	2	Indian Express
R	Ritu Kumar	3	Hindustan
S	Shashi Shekhar	4	The Quint

**Codes:**

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 1 | 4 | 3 |
| (B) | 1 | 3 | 2 | 4 |
| (C) | 3 | 2 | 1 | 4 |
| (D) | 4 | 2 | 1 | 3 |

47. The right match of the sequence- Deadline, Human interest, Print line, Confidentiality is :

- (A) New value, Editor's name, News source, Reporting
- (B) News source, News value, Reporting, Editor's name
- (C) Reporting, News value, Editor's name, News source
- (D) Editor's name, News source, Reporting, News value

48. The right match of the sequence- Press & Registration of Books Act, Official Secrets Act, Contempt of Court, Copyright Act is :

- (A) 1867, 1923, 1971, 1957
- (B) 1957, 1971, 1923, 1867
- (C) 1923, 1867, 1957, 1971
- (D) 1971, 1957, 1867, 1923

49. Match List-I and List-II and select the correct answer from the codes given below:

List-I (Software)		List-II (Profession)
QuarkXPress	1	Editing (Video)
FCP	2	Animation
Nuendo	3	Publishing
Blender	4	Audio

**Codes:**

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 3 | 1 | 4 |
| (B) | 4 | 2 | 3 | 1 |
| (C) | 3 | 1 | 4 | 2 |
| (D) | 1 | 4 | 2 | 3 |

50. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Channel)		List-II (Owner)
P	Zee TV	1	Rajat Sharma
Q	India TV	2	Rajdeep Sardesai
R	CNN-News 18	3	Arnab Goswami
S	Times Now	4	Subhash Chandra

**Codes:**

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 4 | 3 | 1 |
| (B) | 3 | 1 | 4 | 2 |
| (C) | 1 | 4 | 3 | 2 |
| (D) | 4 | 1 | 2 | 3 |



51. Match List-I and List-II and select the correct answer from the codes given below :

	List-I		List-II
P	Fog Index	1	Research Publication
Q	SPSS	2	Readability
R	Nielsen	3	Research Software
S	H-index	3	Ratings

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 3 | 4 | 1 |
| (B) | 4 | 3 | 1 | 2 |
| (C) | 3 | 1 | 4 | 2 |
| (D) | 1 | 4 | 3 | 2 |

52. The right match of the sequence- Morgue, Wire Services, Stringer, Embargo, Scoop is :

- (A) News agencies, newspaper library of back editions, an exclusive story, part time correspondent, restriction on releasing material before specific time
- (B) An exclusive story, newspaper library of back editions, restrictions on releasing material before specific time, part time correspondent, news agencies
- (C) Newspaper library of back editions, news agencies, part time correspondent, restriction on releasing material before specific time, an exclusive story

(D) Restriction on releasing material before specific time, news agencies, an exclusive story, newspaper library of back editions, part time correspondent

53. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Director/ Writer)		List-II (Play)
P	Habib Tanvir	1	Tughlaq
Q	Safdar Hashmi	2	Agra Bazaar
R	Girish Kamad	3	Dedh Inch Oopar
S	Devendra Raj Ankur	4	Kursi, Kursi, Kursi

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 1 | 4 | 3 | 2 |
| (B) | 2 | 4 | 1 | 3 |
| (C) | 3 | 2 | 4 | 1 |
| (D) | 4 | 3 | 2 | 1 |

54. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Shows)		List-II (TV Channel)
P	We The People	1	Times Now
Q	Frankly Speaking	2	DD News
R	Charcha Mein	3	ABP News
S	Khabar Din Bhar	4	NDTV

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 2 | 3 | 4 | 1 |
| (B) | 1 | 4 | 2 | 3 |
| (C) | 4 | 1 | 2 | 3 |
| (D) | 3 | 2 | 4 | 1 |



55. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (News Agency)		List-II (Country)
P	AFP	1	USA
Q	AP	2	India
R	ANI	3	France
S	Kyodo	4	Japan

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 3 | 1 | 2 | 4 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 4 | 3 | 1 | 2 |
| (D) | 1 | 4 | 3 | 2 |

56. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Brands/ Product)		List-II (Slogan/Tagline)
P	Ceat	1	Let's Go Places
Q	Nike	2	Give Me Red
R	Toyota	3	Born Tough
S	Eveready	4	Just Do It

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 4 | 1 | 3 | 2 |
| (B) | 3 | 4 | 1 | 2 |
| (C) | 2 | 3 | 4 | 1 |
| (D) | 1 | 2 | 3 | 4 |

57. Who proposed theory of Cognitive Dissonance?

- (A) Noella Neumann
- (B) Leon Festinger
- (C) Paul Lazarsfeld
- (D) Denis McQuail

58. Match List-I and List-II and select the correct answer from the codes given below :

	List-I		List-II
P	The Birth of a Nation	1	First film of save Dada
Q	Dancing Scenes	2	Milestone in history of world cinema
R	The Wrestlers	3	Debut of FB Thanawa
S	Splendid New View of Bombay	4	First short film of Hiralal Sen

Codes:

- |     | P | Q | R | S |
|-----|---|---|---|---|
| (A) | 3 | 4 | 2 | 1 |
| (B) | 4 | 2 | 3 | 1 |
| (C) | 2 | 4 | 1 | 3 |
| (D) | 3 | 2 | 4 | 3 |



59. King and Cushman have described grassroots participation, local knowledge and cultural beliefs as :
- (A) New myths
  - (B) Old myths
  - (C) New fads
  - (D) Cultural fashion
60. "Communication is expressed in symbolic form through special kind of patterning." This definition is given by :
- (A) Ordway Tead
  - (B) Theo Haiemann
  - (C) M.T. Myers and G.E. Myers
  - (D) Alien Louis
61. Who among the following journalists defined journalism as "the most fascinating profession of all where journalist has a position that is all his own"?
- (A) William Randolph Hearst
  - (B) Joseph Pulitzer
  - (C) Rupert Murdoch
  - (D) James Silk Buckingham
62. What does HDMI standard for?
- (A) Highly-Definitive Multimedia Interface
  - (B) High-Definition Medium Interface
  - (C) High-Definition Media Interface
  - (D) High-Definition Multimedia Interface
63. Advertising strategy is a blend of :
- (i) Marketing Mix      (ii) Creative Mix
  - (iii) Promotion Mix      (iv) Population Mix
- (A) (i) and (ii) only
  - (B) (i), (ii) and (iii) only
  - (C) (i), (ii) and (iv) only
  - (D) (i), (ii), (iii) and (iv)
64. Times of India Group has tied up with :
- (A) Jiji Press
  - (B) AFP
  - (C) Reuters
  - (D) ANI



65. Which Indian festival is added by UNESCO to list of Intangible Cultural Heritage of Humanity?
- (A) Diwali
  - (B) Holi
  - (C) Durga Puja
  - (D) Eid
66. Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?
- (A) Internal communications deal with investors, clients, customers or contributors and external communications keep company employees informed about the company
  - (B) Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top
  - (C) Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media
  - (D) Internal communications keep company employees informed about the company, and external communications deal with investors, clients, customers or contributors
67. Given below are two statements, one labelled as Assertion (a) and the other labelled as Reason (r). Read the statements and choose the correct answer from the code given below:
- Assertion (a) :** Too many multiple column headlines on a page make it spotty.
- Reason (r) :** It is because they become weighty and centers of interest.
- (A) Both (a) & (r) are true
  - (B) Both (a) & (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
68. What indicates the size of aperture opening on a camera?
- (A) F-stop
  - (B) Shutter
  - (C) View finder
  - (D) Auto focus
69. Which form of reasoning is the process of drawing a specific conclusion from a set of premises?
- (A) Objective reasoning
  - (B) Positivistic reasoning
  - (C) Deductive reasoning
  - (D) Inductive reasoning



70. Which is a parent company of Instagram?
- (A) Microsoft  
(B) Alphabet  
(C) Dell  
(D) Meta
71. Find out the correct chronological order :
- (A) LinkedIn, Google, Yahoo, Youtube  
(B) Google, Youtube, Yahoo, LinkedIn  
(C) LinkedIn, Yahoo, Google, Youtube  
(D) Yahoo, Google, LinkedIn, Youtube
72. \_\_\_\_\_ was India's first community radio operation from an university.
- (A) Suryan FM  
(B) Anna FM  
(C) Kongu FM  
(D) Loyola FM
73. Jiji Press is a news agency related to which country?
- (A) USA  
(B) UK  
(C) China  
(D) Japan
74. The Act for Working Journalists and other employees has been passed in the year :
- (A) 1953  
(B) 1955  
(C) 1957  
(D) 1959
75. \_\_\_\_\_ is an unauthorized use, typically of a patent or copyright.
- (A) Slander  
(B) Infringement  
(C) Libel  
(D) Invasion of privacy



76. Which part of the Indian Constitution contains Fundamental Rights?
- (A) Part II  
(B) Part III  
(C) Part IV  
(D) Part V
77. 'Media-induced change that is counter to the desired change' is known as :
- (A) Boomerang effect  
(B) Reciprocal effect  
(C) Media effect  
(D) Direct effect
78. Two networks are inter-connected by using the same technology with a :
- (A) Link  
(B) Bridge  
(C) Bondage  
(D) Gate
79. Which company is working on a satellite system through which the company's devices will receive direct internet from the satellite?
- (A) Apple  
(B) Tesla  
(C) Microsoft  
(D) Google
80. \_\_\_\_\_ is used to protect private information stored in computers.
- (A) Professional  
(B) Puller  
(C) Publisher  
(D) Firewall
81. Which country included free expression as part of the Human Rights Act ?
- (A) US  
(B) Sweden  
(C) Denmark  
(D) UK



82. Monthly magazine of the Ministry of Rural Development is :
- (A) Krishi  
(B) Kurukshetra  
(C) Gramin Sandesh  
(D) Gramin Jagat
83. Some media houses have controlling shares in non-media companies, it is known as :
- (A) Horizontal ownership  
(B) Cross-media ownership  
(C) Vertical ownership  
(D) Conglomerate media ownership
84. The documentary, 'Celluloid Man' is the life history of :
- (A) Shyam Benegal  
(B) Adur Gopalakrishnan  
(C) P.K. Nair  
(D) Girish Kasaravalli
85. The Developmental Communication theory emphasizes on :
- (A) Top-down communication  
(B) Mechanistic communication  
(C) Epistemological approach  
(D) Extensive demonstrations
86. Values and Lifestyle (VALS) classification was developed by :
- (A) David Ogilvy  
(B) Arnold Mitchell  
(C) Philip Kotler  
(D) Edward Bernays
87. Folio line gives details of :
- (A) Editorial staff  
(B) Index of stories  
(C) Company  
(D) Page numbers



88. Active video is :
- (A) Violent Scene
  - (B) Flashback
  - (C) Pathos
  - (D) Picture Information
89. Hard news is usually based on :
- (A) Insignificant Eventuality P
  - (B) Psychological Proximity
  - (C) Least Value
  - (D) Justification
90. Three-dimensional area around a microphone from within which sound is transmitted also referred to as :
- (A) Polar pattern
  - (B) Direct pattern
  - (C) Solar pattern
  - (D) Vertical pattern
91. A text matter that accompanies a photograph is :
- (A) Headline
  - (B) By-line
  - (C) Date-line
  - (D) Cut-line
92. Admass in an ad campaign is for :
- (A) Target audience
  - (B) Potential retailers
  - (C) Laughter
  - (D) Pedestrians
93. The International Public Relations Review is the publication of :
- (A) IPRA
  - (B) FAPRA
  - (C) CERP
  - (D) FPRO
94. 'Stereotyping' is an element of investigation in Representation Studies, which generally concentrate on two aspects : one is physical, i.e. semiotic; the other is intellectual which is known as :
- (A) Discourse Study
  - (B) Content Study
  - (C) Deconstruction Study
  - (D) Pre/Post-structural Study
95. One-tailed test and two-tailed test are associated with :
- (A) Cause
  - (B) Concepts
  - (C) Constructs
  - (D) Hypothesis



**Answer the Question no. 96 to 100 accordingly the given passage :**

The construction of gender is enacted through a series of performances, repeated stylizations of the body, operating within a specific regulatory cultural frame. According to De Lauretis, the construction of gender is an ongoing effort. Following the same line of thought, social scientists understand gender as both the product and the process of representation and self-representation. In this sense, gender is seen as the outcome of various social technologies, amongst them cinema and now also social networking sites like Instagram and of the discourses surrounding them.

Reading Instagram through the lens of the technologies of gender – those media forms, narratives, and discourses through which gender is constructed – allows for refocusing on questions of gender representation. It draws on the idea that gender is constructed rather than a “natural” given. These representations not only depict gender but also actively create it, producing gender differences and norms that did not exist previously. Self-representations on Instagram can thus be seen as gendered performances, that not only exhibit the pre-existing gender expressions of the photographed individual – through their clothing, styling and mannerisms – but also create

gender expressions in the process of taking the photographs, conveyed by the choice of what to photograph, how to pose, what facial expressions to present, etc. Users sharing information that will portray them in a positive light can be understood as engaging in “promotional practice”, in the words of Enli and Thumim.

Moreover, representations on Instagram, as well as their gendered meanings, are shaped through a series of filters. Although the filters on Instagram often seem to be adding new things to the image, such as brighter colours or retro-effects, they nonetheless can serve as a means to remove or hide imperfections. In addition to these more direct kinds of technological filters, there are other types of filters that shape and constrict the image-based representation on Instagram. These cultural and institutional filters are often so naturalised and taken for granted that they go unnoticed.

As a form of “everyday activism” the simple visibility of women’s self-representations goes against the deeply rooted dominant ideologies that describe women’s main role as “to-be-looked-at”, a source of visual pleasure. The process of constructing gender is thus related to the notion of power, as is the case with the politics of gender representation in social media.

Judged on looks and attractiveness, women



are nonetheless trapped in a double standard; when women are considered “too” attractive and publicly show concern for their own image and self-representation, they are judged and accused of narcissism and vanity.

This presents an opportunity to question how Instagram and its gender politics shape people’s self-representations and how people come to understand complex questions of gender. As Instagram becomes increasingly prevalent and embedded in our quotidian existence, redoubled critical attention must be given to these self-representation practices, which are deeply intertwined with broader questions of gender representation politics, even if they are often dismissed as narcissistic and trivial.

96. The article discusses the construction of gender as a product of :
- (A) Cinema
  - (B) Instagram
  - (C) Cultural framework
  - (D) All of these
97. By gender difference author means :
- (A) Difference between same gender
  - (B) Difference between different gender

- (C) Difference of perception about genders
  - (D) Difference narratives constructed about genders
98. What kind of imperfections author is referring to ?
- (A) Ignorance towards technology
  - (B) Having not the right balance between on-screen and off-screen lives
  - (C) Not having the right tone and texture of skin
  - (D) All of these
99. What dominant ideologies author is referring to?
- (A) Male chauvinism
  - (B) Misrepresentation of women
  - (C) Gender stereotyping
  - (D) All of these
100. According to author what goes unnoticed naturally?
- (A) Narcissism and vanity
  - (B) Promotional practice
  - (C) Double standard
  - (D) Cultural and institutional filters



**Total Number of Pages : 24**

## **Rough Work**



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