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120 MINUTES

1. In the 1950s ----- and his allies were engaged in purging alleged communists from the media in the US on the pretext that common people should be protected from media manipulation.
A) Robert M.LaFeollette Jr. B) Joseph R.McCarthy
C) Alan K Simpson D) Lester C.Hunt

2. The idea that 'media affect others, but not me' is known as -----
A) Third-person Effect B) Effect of Individual Difference
C) Socio-Psychological Effect C) Empirical Effect

3. ----- is referred to as the concentration of increasing numbers of media businesses in the hands of a few large companies
A) Monopoly B) Oligopoly
C) Cartel D) Consortium

4. 'Canons of Journalism' was proposed in 1923 by-----
A) The Society of Professional Journalists
B) Associated Press Managing Editors
C) Gannett Company
D) American Society of Newspaper Editors

5. **Assertion (A):**Gemeinschaft which composed of strong social relations founded on family and tradition was found dichotomous with the Gesselschaft which has weak social relationships based on rational choices by Fredin and Tonnies.
Reason (R): The dichotomy is imperative to achieve social order and there is no need to place one over the other, according to Tonnies.
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

6. Match the following:
a) Information Entropy 1) Gerhard Maletzke
b) Communicator's self-image 2) John Locke
c) Hierarchy of Needs 3) Claude Shannon
d) Semiotics 4) Abraham Maslow
A) a-3, b- 4, c-2, d- 1 B) a-3, b-1, c-4, d- 2
C) a- 2, b-3, c-4, d -1 D) a-2, b-4, c- 1, d-3

7. Suppressing harmful information intentionally along with promoting positive information to distract audience attention is known as
A) Black Propaganda B) Propaganda Fide
C) White Propaganda D) Grey Propaganda

8. Name the publisher who was responsible for the formation of Hutchins Commission.
 A) William Randolph Hearst B) Joseph Pulitzer
 C) Theodore Roosevelt D) Henry Luce
9. Muckraker in journalism is referred to those -----
 A) Journalists who defy powerful people and systems and expose wrong-doings
 B) Photographers who sneak into criminal conspiracies and expose it with evidences
 C) Editors who are ruthless in publishing any material irrespective of its validity
 D) All of these
10. 'Fear: Trump in the White House' is the book authored by-----
 A) Carl Bernstein B) Bob Woodward
 C) Barak Obama C) Hillary Clinton
11. The term 'cybernetics' is coined by-----
 A) John Von Neumann B) Norbert Weiner
 C) Mark Prensky D) BennetMalton and Kervin
12. Name the first news agency of the world
 A) Agence Havas B) Reuters
 C) ITAR Tass D) Xinhua
13. Meaning theory and Cultivation theory are considered parts of -----theory.
 A) Behaviourist B) Functionalist
 C) Critical D) Stalagmite
14. 'Fear of extreme isolation' is a concept associated with-----
 A) Priming B) Framing
 C) Spiral of silence D) Mediation
15. 'The press may not be successful in telling people what to think, but they are successful in telling them what to think about' – Who stated this?
 A) Bernard Cohen B) Maxwell McCombes
 C) Benedict Anderson D) Noam Chomsky
16. Theory of Cognitive Dissonance was proposed in the book-----
 A) Civilisation and its Discontents B) The Interpretation of Dreams
 C) When Prophecy Fails D) Psychology and Alchemy
17. 'Lo and Behold: Reveries of the Connected World' is a documentary film directed by----- which dealt with the impact of internet on human life.
 A) Werner Herzog B) Yann Arthus-Bertrand
 C) Michael Moore D) Kathryn Bigelow

18. Name the American Mass Communication Researcher who employed controlled variation to study attitude change by exposing 'Why we fight?' film series of Frank Capra.
A) Carl Hovland B) Joseph Klapper
C) Paul Lazarsfeld D) Wilbur Schramm
19. According to diffusion theory, -----are those who directly influence early adopters and opinion leaders
A) Innovators B) Laggards
C) Change Agents D) All of these
20. Who among the following was a vehement critic of 'Elite Pluralism' hinged on empirical data gathered from US voter studies?
A) McPhee B) Berelson
C) C Wright Mills D) V O Key
21. **Assertion(A):** Classical Marxist Theory asserts that when the masses seize control over the means of production, control over the 'super structure' will naturally follow.
Reason (R): As the "super structure' is indomitable, this is the only way to achieve social change according to Marx.
- 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
22. The Uses and Gratification theory of Media Studies is centered on-----
A) Source domination B) Channels of communication
C) Audience perception D) Message design
23. 'Advertisements are hyper ritualized representations of social action', says Erving Goffman. His theory is known as-----
A) Frame Analysis Theory B) Priming Effects Theory
C) Information Processing Theory D) Active Audience Theory
24. Pick the odd one out based on the authorship of the following works.
A) 'Understanding Media: The Extensions of Man'
B) 'The Medium is the Massage: An Inventory of Effects'
C) 'The Gutenberg Galaxy'
D) 'On Liberty'
25. 'Mean World Syndrome' is an idea developed from-----
A) Cultivation analysis B) Behaviourist notions
C) Social marketing research D) None of these
26. Who among the following was the Editor of 'Mainstream' magazine?
A) Khushwant Singh B) Nikhil Chakravarty
C) R.K.Karanjia D) Sunit Chakravarty

27. Aniruddha Bahal is the Editor of-----
 A) Tehelka B) Open C) The Quint D) Cobrapost
28. The anonymous source, widely known as ‘Deep Throat’, who provided critical information in the Watergate Scandal’ to The Washington Post was -----
 A) Carl Bernstein B) Mark Felt
 C) David Frost D) Bradley Manning
29. ‘The Post’ is a Steven Spielberg Film based on-----
 A) Pentagon Papers B) Panama Papers
 C) War on Terror D) Wiki Leaks
30. Match the following based on the names of films, central characters and the actors who played these characters.
 a) The Insider 1) James Bond - Roger Moore
 b) The Informant 2) Jeffrey Wigand - Russel Crowe
 c) Spotlight 3) Matt Damon - Mark Whitacre
 d) Octopussy 4) Walter ‘Robby’ Robinson - Michael Keaton
- A) a-3, b- 1, c- 4, d-2 B) a-2, b-3, c-4, d-1
 C) a- 4, b-3, c-2, d-1 D) a- 3, b-4, c-2, d-1
31. ‘The Melting Pot’: Kerala is written by-----
 A) K C John B) M Sivaram
 C) N R S Babu D) T N Gopakumar
32. Nora C Quebral who defined and reformed the concepts of development communication belongs to-----
 A) The Brettonwoods School B) The Los Banos School
 C) The African School D) The Latin American School
33. Choose the correct chronological order towards growth and modernity according to Daniel Lerner.
 A) Literacy-Urbanisation-Mass Media Exposure-Economic and Political Participation
 B) Urbanisation-Literacy-Economic and Political Participation-Mass Media Exposure
 C) Economic and Political Participation-Urbanisation-Literacy-Mass Media Exposure
 D) Urbanisation- Literacy – Mass Media Exposure - Economic and Political Participation
34. The roots of Technological Determinism of communication is in the works of-----
 A) Raymond Williams B) Harold Innis
 C) Stuart Hall D) John Milton
35. The world’s first Artificial Intelligence News Anchor (virtual) from China works for-----
 A) XinHua B) South China Morning Post
 C) CCTV-1 D) Guizhou Television

36. Expansion of 'CMOS' which is used to construct integrated circuits and image sensors is-----
 A) Complementary Metal Oxide Semiconductor
 B) Condensed Metal Oxidiser Substance
 C) Critical Micro Organic Switch
 D) Crystallised Metal Octa Silicon
37. The U.S. aid to European countries after the Second World War for the revival of economy and industries is widely known as-----
 A) Truman Plan
 B) Marshall Plan
 C) Lewis Brown Plan
 D) Clayton Plan
38. The 'Multiplicity' paradigm or 'Another Development' was postulated by-----in reaction to the top - down bias of dominant paradigm of development.
 A) Everett M Rogers
 B) Nordenstrong and Schiller
 C) Jan Servaes
 D) Paul Baran
39. Development is approached as human freedom and enabling maximization of human potential in the works of-----
 A) W Dissanayake
 B) Godwin C Chu
 C) Majid Tehranian
 D) Amartya Sen
40. Who among the following was instrumental in developing Human Development Index?
 A) Jean Dreze
 B) Mahbub Ul Haq
 C) David Ricardo
 D) None of the these
41. 'We have no Plan B, since there is no Planet B' is a famous quote by the then UN Secretary General which led to the adoption of SDGs. Name the UN Secretary General.
 A) Boutros Boutros-Ghali
 B) Kofi Annan
 C) Ban Ki-moon
 D) Antonio Guterres
42. 'The role of press should be of a 'constructive critic' rather than an ally or adversary of the government' was recommended by-----
 A) First Press Commission
 B) Second Press Commission
 C) Editor's Guild
 D) Press Council of India
43. 'The total income of the world is fixed' is a notion which can be found in-----
 A) Mercantilism
 B) Physiocracy
 C) Malthusianism
 D) Marxian Economic Theory
44. The formula adopted in 1969 by Indian government for allocation of central assistance to states to implement Five-year plans is known as-----
 A) Domar Formula
 B) Rangarajan Formula
 C) Mukherjee Formula
 D) Gadgil Formula

45. The 73rd and 74th constitutional amendment bills were intended to give-----
 A) Statutory powers for Panchayati Raj and Nagar Palika institutions
 B) Statutory obligation of reserving 50% of the total seats in Panchayati Raj and Nagar Palika institutions
 C) Both A and B
 D) None of the above
46. ‘...and were it left to me to decide whether we have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter’- Who said this?
 A) John F Kennedy
 B) Abraham Lincoln
 C) Thomas Jefferson
 D) George Washington
47. ‘The pitch, tempo, resonance, modulation, speed, and other sound characteristics attribute meanings in communication’- This area of study is known as
 A) Vocalics B) Haptics C) Proxemics D) Kinesics
48. ‘Comment is free, but facts are sacred’ is a famous quote by C.P.Scott. He was the editor of-----
 A) The Sun
 B) The Daily Mail
 C) The Observer
 D) The Manchester Guardian
49. Pick the odd one, who was not part of Birmingham Centre for Contemporary Cultural Studies.
 A) Richard Johnson
 B) Richard Hoggart
 C) Stuart Hall
 D) Marshal McLuhan
50. In 1938, the ‘National Herald’ was founded by-----
 A) Sardar Vallabhbhai Patel
 B) Jawaharlal Nehru
 C) Abul Kalam Azad
 D) B R Ambedkar
51. Who among the following was appointed as the first news ombudsman in India?
 A) Justice P N Bhagwati
 B) O S Paneerselvan
 C) Arindam Sen Gupta
 D) Inder Malhotra
52. The weekly edited by the author of the ‘Robinson Crusoe’, Daniel Defoe is-----
 A) Daily Courant
 B) Review
 C) Coranto
 D) Notize Scritte
53. Who was the editor of ‘The Bengal Journal’ who refused to tender apology for publishing news which said ‘Lord Cornwallis dead in Maratha war’? The incident led to the closure of ‘Bengal Journal’.
 A) James Silk Buckingham
 B) James Augustus Hicky
 C) William Duane
 D) Peter Read

54. In India, 'Letters to the Editor' was first published in -----
 A) Calcutta Chronicle B) Bombay Herald
 C) Madras Courier D) Bombay Gazette
55. Raja Ram Mohun Roy shut down ----- in protest against the press regulations of 1822.
 A) Sambad Kaumudi B) MirutUl Akbar
 C) Brahminical Magazine D) All of the above
56. Who was the founder of 'The Hindu'?
 A) G Subramania Iyer B) Kasturiranga Iyengar
 C) G Kasturi D) S Rangaswamy Iyengar
57. Which of the following newspaper was edited by Sardar K M Panikkar?
 A) The Pioneer B) TheTimes of India
 C) The Hindustan Times D) Young India
58. Name the photographer who shot the world famous photograph 'Gandhi and the Spinning Wheel' in 1946.
 A) Margaret Bourke-White B) HomiVyarawalla
 C) Raghu Rai D) Arko Dutta
59. Who was the editor of 'Vivekodayam' masika when it started publication in 1904?
 A) Kumaranasan B) SreeNarayana Guru
 C) Sahodaran Ayyappan D) Mahatma Ayyankali
60. -----was the first publication in Kerala that not only informed the details of October Revolution in Russia within two months but also welcomed the uprising by comparing it with the status of backward communities in the state.
 A) Kerala Patrika B) Western Star
 C) Swarat D) Mitavadi
61. Name the first newspaper in Kerala which established relation with Reuters to get foreign news
 A) Swadeshabhimani B) Keralan
 C) Paschima Tharaka D) Kerala Panchika
62. Match the following
 a) Prabodhakan 1) W H Moore
 b) Bhashaposhini 2) Kesari
 c) Sandishtavadi 3) DevjiBhimji
 d) Kerala Mitram 4) Malayala manorama
 A) a-2, b-3, c- 4, d-1 B) a-2, b-4, c-1, d-3
 C) a-2, b-1, c-4, d-3 D) a-3, b-1, c- 4, d-2

63. 'The diamond cutter' is an adjective for-----
 A) Sub-editor B) News Editor
 C) Coordinating Editor D) Reporter
64. As per the verdict of the nine-member Supreme Court Bench led by Justice J S Khehar, the Right to Privacy is a fundamental right which is intrinsic in the Article -----of the Indian Constitution.
 A) 19 B) 20 C) 21 D) 22
65. 'To develop the scientific temper, humanism and the spirit of inquiry and reform' - is a fundamental duty assigned to every Indian citizen by the Article-----of the Indian constitution.
 A) 51A B) 52A C) 50 D) 52B
66. Which case led to the impugment of The Newspaper Act of 1956 which stipulated higher pricing for more pages in a newspaper as it was violative of Article 19(1)(a)?
 A) The Search Light Case B) The Sakal Papers Case
 C) Cross Roads Case D) Blitz Case
67. Who was the first chairman of the Press Council of India?
 A) Justice P B Sawanth B) Justice J N Rajyadhyaksha
 C) Justice J R Mudholkar D) Justice P C Goswami
68. Who was the head of the inquiry committee on the infamous British Phone Hacking Scandal which indicted Rupert Murdoch's newspapers?
 A) Lord Justice Leveson B) Sir David Bell
 C) Ed Miliband D) David Cameron
69. Which of the following deals with the anti-sedition provisions in India?
 A) IPC 124A B) IPC 377
 C) IPC 120B D) IPC 376A
70. A writ or order by which a higher court reviews a case tried in a lower court is-----
 A) Mandamus B) Certiorari
 C) Suomoto D) None of these
71. 'Visual Pleasure and Narrative Cinema' - an influential feminist essay which integrated the concept of 'male gaze' and psycho analytic postulates – is written by
 A) Andrea Dworkin B) Phyllis Chesler
 C) Jacques Lacan D) Laura Mulvey

72. -----is an informal form of communication which ignores all formal channels and spread rumours and gossips at all levels of an organization.
A) Grapevine B) Downward communication
C) Paralanguage D) Affect display
73. The first talkie film in the world
A) A trip to the moon B) Birth of a nation
C) The Jazz singer D) Battleship Potemkin
74. If same individuals are studied at different times with respect to the same topic, it is called a-----
A) Longitudinal study B) Panel study
C) Trend study D) Reception analysis
75. Pick out the newspaper which follows Berliner size and style
A) The Mint B) The Guardian C) Le Monde D) All the above
76. -----is an error or flow in page designs which can be explained as the arrangement of two columns, each have sub headings positioned at the same level and size.
A) Tombstoning B) Feursome C) Recto D) Assorted Grids
77. 'If a dog bites a man that is not news. But if a man bites a dog that is news'- Who said this?
A) Ben Bagdikian B) Charles Anderson Dana
C) Edward Taylor Scott D) James Perry
78. What is the miniature typeface that is commonly used to present statistical data?
A) Serif B) Sans Serif C) Verso D) Agate
79. Doordarshan began its telecast of TV commercials in-----
A) 1960 B) 1969 C) 1976 D) None of these
80. -----Act enacted during the British rule was instrumental in maintaining state control over TV and Radio till 90s.
A) The Press Council Act
B) The Vernacular Press Act
C) The Press (Objectionable Matter) Act
D) The Indian Telegraph Act
81. -----is the most logical and dominant light in a three point lighting system
A) Key Light B) Fill Light C) Back Light D) All of these
82. "I come from a country and civilization that gave the world the word that precedes silence and is followed by more silence. That word is Om'- Who said this during an Oscar award ceremony?
A) A R Rahman B) Resul Pookutty
C) Bhanu Athaiya D) Amitabh Bachchan

83. The 'Wall Street Journal Formula' for writing is commonly employed in-----
 A) Hard news stories B) Feature stories
 C) Editorials D) Business articles
84. Name the activist from Kerala who was included in the BBC's '100 (Influential and Inspirational) Women 2018' list?
 A) Viji Penkoottu B) Dayabai
 C) Arundhathi Roy D) Sunita Krishnan
85. The first Roman Consul (Chairman of the Senate) who partially succeeded in documenting and publishing the proceedings of Senate meetings titled Acta Senatus was
 A) Julius Caesar B) Octavius
 C) Mark Antony D) Livius
86. The pioneer in the field of advertising and often referred to as 'The Father of Advertising':
 A) Lord Northcliffe B) Albert Lasker
 C) David Ogilvy D) Walter Thompson
87. In typography, -----is the smallest unit of measure.
 A) Pica B) Point C) Font size D) None of these
88. Which one of the following is not a form of POP advertising?
 A) Dangler B) Wobbler C) Poster D) Hoarding
89. Any phrase, logo, image, sound etc. that aid in recalling brand information is generally called-----
 A) Verticals B) Reminders C) Mnemonics D) Tangents
90. Contempt of courts act was enacted in-----
 A) 1970 B) 1971 C) 1972 D) 1973
91. -----became the first country in the world to make Corporate Social Responsibility a mandatory requirement for companies and corporates through legislation.
 A) USA B) U K C) India D) China
92. The All India Radio inaugurated its External Service Division with the broadcast in ----- language in 1939.
 A) Pashto B) Arabic
 C) Mandarin Chinese D) Burmese
93. Which committee recommended the establishment of a National Broadcasting Trust called AkashBharati for granting autonomy to Akashvani and Doordarshan in 1978?
 A) Chanda Committee B) Verghese Committee
 C) P C Joshi Committee D) Vardan Committee

94. Match the following Doordarshan soap operas/television with the persons behind it.
- | | |
|-------------------------|------------------------|
| a) Ramayan | 1) P Kumar Vasudev |
| b) Mahabharat | 2) Govind Nihalani |
| c) Hum Log | 3) B R Chopra |
| d) Tamas | 4) Ramanand Sagar |
| A) a- 4, b- 1, c-2, d-3 | B) a-3, b-4, c-1, d-2 |
| C) a-2, b- 3, c-4, d-1 | D) a-4, b-3, c- 1, d-2 |
95. Name the newspaper edited by Shujaat Bukhari who was shot dead by terrorists in Srinagar in 2018?
- | | |
|-------------------|--------------------|
| A) Rising Kashmir | B) Greater Kashmir |
| C) Kashmir Reader | D) Kashmir Times |
96. Which of the following is the reliability coefficient?
- | | |
|--------------|----------------------|
| A) Pearson's | B) Spearman's |
| C) Kendall's | D) Chronbach's Alpha |
97. A filming guideline which states that cameras should be placed on one side of the imaginary line (action axis) that is drawn between two principal characters/elements in a frame.
- | | |
|---------------------|------------------|
| A) 90° Rule | B) 180° Rule |
| C) Griffith Formula | D) None of these |
98. The arrangement of light and dark areas in a composition is-----
- | | |
|----------------|------------------|
| A) Chiaroscuro | B) Misc-en-Scene |
| C) Cyclorama | D) Scrim |
99. The film "The Cabinet of Dr. Caligari" marked the characteristics of ----- movement.
- | | |
|-------------------------|-----------------------|
| A) Soviet Montage | B) Italian Neorealism |
| C) German Expressionism | D) French new wave |
100. Which country gave citizenship to humanoid robot Sophia?
- | | | | |
|-----------------|--------------|--------|----------|
| A) Saudi Arabia | B) Hong Kong | C) USA | D) Japan |
|-----------------|--------------|--------|----------|
101. Choose the correct chronological order of wage boards for journalists established in India
- | |
|---|
| A) Manisana, Majithia, Palekar, Bhachawat |
| B) Majithia, Palekar, Manisana, Bhachawat |
| C) Palekar, Manisana, Majithia, Bhachawat |
| D) Palekar, Bhachawat, Manisana, Majithia |
102. Who described media as 'mobility multipliers'?
- | | |
|---------------------|---------------------|
| A) Daniel Lerner | B) Wilbur Schramm |
| C) Everett M Rogers | D) Herbert Schiller |

103. Cover shot is also known as-----
 A) Cut away B) Cut in
 C) Establishing Shot D) None of these
104. The National Press day in India is celebrated every year on 16th November to commemorate the establishment of-----
 A) First press Commission B) Second Press Commission
 C) Press Council of India D) IFWJ
105. Name the first NGO operated Community Radio in India which was based on the Community Radio Policy 2006.
 A) Radio Sangham B) Radio Mattoli
 C) Radio SagarMatha D) Radio Luit
106. -----is another name for Brundtland Report released in 1987 which introduced the concept of sustainable development.
 A) Many Voices, One World B) Our Common Future
 C) Development as Freedom D) Limits of Growth
107. Validation of data through multiple verification approaches such as quantitative and qualitative methods together for confirmation is known as ----- in research.
 A) Reification B) Hermeneutics C) Triangulation D) Falsification
108. Choose the correct sequence of stages of diffusion of innovation according to Everett M. Rogers
 A) Interest- Evaluation- Awareness – Trial- Adoption
 B) Interest- Awareness- Evaluation- Trial- Adoption
 C) Awareness- Trial- Interest- Evaluation- Adoption
 D) Awareness- Interest – Evaluation- Trial- Adoption
109. Who among the following was a key figure in campaign for the Right to Information Act 2005?
 A) Ammu Joseph B) Kalpana Sarma
 C) Aruna Roy D) Medha Patkar
110. The documentary film ‘India’s Daughter’ based on the 2012 Delhi gang rape was directed by
 A) Leslee Udwin B) Nishita Jain
 C) Sunetra Choudhary D) Mira Nair
111. #Me Too campaign in Twitter since 2017 was triggered by the post of-----
 A) Alyssa Milano B) Jennifer Lawrence
 C) Uma Thurman D) Oprah Winfrey
112. Name the ‘Afghan Girl’ in Steve McCurry’s world famous portrait picture appeared as the cover of National Geographic in 1985
 A) MalalaYusafzai B) Sharbat Gula
 C) Afsoon Arezo D) None of these

113. Who starred in the title role of the famous 1982 historical movie “Gandhi”?
 A) Richard Attenborough B) Ben Kingsley
 C) Martin Sheen D) John Briley
114. ‘Demassification’ is a concept put forth by_____
 A) Alvin Toffler B) Manuel Castells
 C) Clay Shirky D) Assa Doron
115. Hopping rapidly from channel to channel while watching TV by using a remote control is known as_____
 A) Hammocking B) Tent poling
 C) Teasing D) Zapping
116. Who is the founder of ‘PARI’ (Peoples Archives of Rural India)?
 A) Paranjoy GuhaThakurtha B) Shekhar Gupta
 C) SidharthVaradarajan D) P Sainath
117. ----- is the fraudulent attempt to obtain pass words, PIN, usernames etc. through an electronic communication by disguising as a legitimate source.
 A) Hacking B) SQL injections
 C) Cross-site scripting D) Phishing
118. A digital audio or video file that can be downloaded from internet which typically uploaded as a series is known as -----
 A) Bumper B) Plug in C) Podcast D) None of these
119. An extended television commercial which may go up to 30 minutes and includes product demonstration is -----
 A) Advertorial B) Commercial C) Reel D) Infomercial
120. Bal Thackeray, the founder of Sivasena was a cartoonist with-----
 A) The Indian Express B) The Free Press Journal
 C) Maratha Times D) The Times of India
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