# 24117

# A 120 MINUTES

1.	Which A)	h of the follo MOV	owing is B)	not a video fo WMV	ormat? C)	AVI	D)	WAV
2.	Autho A) C)	•		B)	your Social Media Accounts Right Now': Jeff Orlowsky Jaron Lanier			
3.	'Catha A) C)	artic' effect Seymore F Joseph Kla	eshbach	was theorise B) D)	Sigm	und Freud rd T.Hall	l	
4.	'The ' A) C)	Telegraph' r ABP Grou Essar Grou	р	er is owned by B) D)	Benn	et and Col r's Guild	leman	
5.	<ul> <li>Assertion (A): The presence of an artifact or confounding variable indicates lack of internal validity.</li> <li>Reason (R): Artifacts create a possible but incorrect explanation of results.</li> <li>A) Both A and R are true, and R is the correct explanation of A</li> </ul>							
	B) C) D)	<ul> <li>Both A and R are true, but R is not the correct explanation of A</li> <li>A is true, but R is false</li> </ul>						
6.	<ul> <li>A feature of professional cameras, which places diagonal lines across any over-exposed parts of the picture in the viewfinder?</li> <li>A) Fades B) Tally</li> <li>C) Zebra Stripes D) Pre-roll</li> </ul>							
7.	<ul> <li>Assertion (A): Dominant Paradigm considered mass communication as a powerful and direct force to bring about changes in the society.</li> <li>Reason (R): This aspect is valid because according to theories in Dominant Paradigm, mass media could motivate people to embrace modernisation and give up traditions.</li> </ul>							

- 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 true, but R is false
- D) A is false, but R is true

- 8. Import Substitution Industrialisation (ISI) is a term associated with:
  - A) Lerner's Mobility multipliers
  - B) Schramm's magic multipliers
  - C) Latin American Structuralist Theory
  - D) Basic Needs Model
- 9. In 1987, the United Nations World Commission on Environment and Development released the report which defined Sustainable development. The reports is----.
  - A) World Economic and Social Survey
  - B) Human Development Report
  - C) World Development Report.
  - D) Our Common Future
- 10.----- is a technique of changing focus of a continuous shot.A)TrackB)DollyC)ZoomD)Rack focus
- 11. Which of the following is **not** a documentary of Anand Patwardhan?
  - A) In the Name of God B) Father, Son and Holy War
  - C) War and Peace D) The Expedition
- 12. Assertion (A): Documentaries are creative interpretation of reality, says John Grierson. Reason (R): He articulated this statement with the making of 'Man of Aran'.
  - 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 true, but R is false
  - D) A is false, but R is true
- 13. Music Director M M Keeravani mentioned ----- in his Oscar speech after accepting the award for his song 'NattuNattu'.

List II

1. Italy

UK
 China

2. Germany

- A) Boney M B) The Carpenters
- C) Bob Marley D) Elton John

14. Match List I with List II List Ia. Reutersb. XinHua

- c. ANSA
- d. DPA

A)	a-3, b-4, c-2, d-1	B)	a-2, b-4, c-3, d-1
C)	a-3, b-4, c-1, d-2	D)	a-2, b-4, c-1, d-3

15. Information Entropy is a concept put forth ----- model of communication.

- A) Osgood and Schramm B) Wesley and MacLean
- C) Shannon and Weaver D) George Gerbner

16.	Whic A) C)	ich of the following is <b>not</b> a se Yandex DuckDuckGo		earch e B) D)	engine? Chroi Yaho	me			
17.	The A)	middle value o Mean	f a data B)	a set is Medi		C)	Mode	D)	None of these
18.	'Scre A) C)	een' was a pop Times of Inc Tribune		m maga	azine p B) D)		d by: n Express		
19.		i's ranking in V lers is: 150	World H B)	Press Fr 151	reedom	Index C)	2023 compile 160	ed by R D)	eporters Without 161
20.	Twit A) C)	ter was taken o Jack Dorsey Jeff Bezos	-	X Cor	p. own B) D)	Elon	Musk Zuckerberg		
21.	<ul> <li>The data fiduciary according to the Digital Personal Data Protection Bill 2023 is:</li> <li>A) Persons, companies and government entities who process data</li> <li>B) The person to whom the data relates</li> <li>C) Children</li> <li>D) Women</li> </ul>								
22.	Auth A) C)								
23.	The s is: A)	study of eye m Kinesics	oveme B)	nt, beh Voca		gaze, a C)	and eye-relate Oculesics	d nonv D)	erbal communication Chronemics
24.	The A) C)	Ritual Model o James W.Ca IenAng		munica	tion wa B) D)	Riley	osed by: and Riley McQuail		
25.	<ul> <li>Identify the correct statement/s:</li> <li>Statement 1: Through the works of Kurt Lewin, David Manning White, Bruce Wesley and Malcom Maclean, the gatekeeping model of communication was evolved.</li> <li>Statement 2: The gatekeeping model has to be revisited based on audience analysis in the internet enabled media era.</li> </ul>								
	A)	1 only	B)	2 onl	У	C)	Both 1 & 2	D)	Neither 1 nor 2

26. Assertion (A): Cognitive Dissonance is the feeling of discomfort when a person simultaneously holds two or more conflicting cognitions.

- 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 true, but R is false
- D) A is false, but R is true
- 27. Assertion (A): The author of the poem 'Paradise Lost' put forth the 'self-righting principle' which later became cornerstone of libertarianism and libertarian theory.

Reason (R): Earlier, libertarian theory viewed fair debate and truthful arguments as instruments that can always win and find truth.

- 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 true, but R is false
- D) A is false, but R is true
- 28. Individual's willingness to express his or her opinion is a function of public opinion-Which theory states this?
  - A) Cultivation B) Spiral of silence
  - C) Framing D) Priming
- 29. Live, Verbal instruction and Symbolic models are concepts included in:
  - A) Social Learning theory B) Cognitive consistency theory
  - C) Classical conditioning D) Operant conditioning
- 30. 'Base' and 'Superstructure' are two terms used in the theories of:
  - A) Ricardo B) Malthus C) Karl Marx D) Ariyaratne
- 31. Which of the following is the right trajectory of development according to W.W. Rostow?
  - A) Pre-conditions for take off- Take off Traditional society- Drive to maturity-High Mass Consumption
  - B) Traditional Society- Pre-conditions for take off- Take off- High Mass Consumption- Drive to maturity
  - C) Traditional Society- Pre-conditions for take off- Take off- Drive to maturity -High Mass Consumption
  - D) None of these
- 32. Kheda communication project was launched in -----.
  - A) Gujarat B) Maharashtra
  - C) Haryana D) Punjab

Reason (R): Leon Festinger argues that dissonance reduction can happen by adding consonant elements

- 33. Laissez-faire is an economic term which means-----.
  - A) Let there be more policing B)
    - Let there be more judicial scrutiny
  - C) Let there be more laws D)
- Let them do it; leave alone
- 34. Hearst-Pulitzer circulation war led to:
  - A) 7 canons of journalism
  - B) Yellow Journalism
  - C) First Amendment of US Constitution
  - D) Abolition of slavery
- 35. The Second Five Year plan was based on:
  - A) Harrod-Domar model B) Gadgil Formula
  - C) Mahalanobis model D) None of these
- 36. The creation of Gonzo Journalism:
  - A) Veronica Guerin B) Christiane Amanpour
  - C) Robert Fisk D) Hunter S. Thomson
- 37. 'The Chapel Hill Study' led to the theory of:
  - A) Agenda setting B) Trial and Error
  - C) Social Learning D) Congruity

## 38. *'Webinivesam'* is a column by:

- A) N S Madhavan B) Ashokan Charuvil
- C) Rammohan Paliyath D) Kalpatta Narayanan
- 39. Name of the girl who appeared in the Pulitzer Prize winning photograph taken by Nick Ut which captured the horror of Vietnam war:
  - A) PhanThan Tam B) Kim Phuc
  - C) PhanThan Phouc D) Ho Van Bon
- 40. 'Sadharanikaran' is a part of Indian Communication theory which can be traced back to works of:
  - A) Bhartrihari B) Kanada C) Bharatha D) Vasishtha
- 41. The iconic scene of Little Tramp (Chaplin) eats his shoes and shoelace to stay alive is considered as perfect blend of pathos and comedy in cinema. It is in the film:
  - A) The Gold Rush B) Circus
  - C) The Kid D) Modern Times
- 42. GIF stands for:
  - A) Group Interaction File
  - B) Gamma Intercept Format
  - C) Generative Intermediary File
  - D) Graphics Interchange Format

43.	is used to categorise content in social media in order to receive more hits while searches by other users.						
	•	B) Hashtag	C) Cover photo D) CTA				
44.		nd Siri are always	recording all conversations around the device. of NLP algorithms to engage in conversations				
	<ul><li>A) Both 1 &amp; 2</li><li>C) 1 only</li></ul>	B) D)	Neither 1 nor 2 2 only				
45.	Which of the followi	ng is plagiarism cl	-				
	<ul><li>A) Urkund</li><li>C) Grammarly B</li></ul>	B) usiness D)	Turnitin All of the above				
	,						
46.	Which of the followi A) Nominal	ng is <b>not</b> a level o B)	f measurement in research? Ordinal				
	C) Incremental	D)	Interval				
47.	Strongly agree-agree	-neutral-diasagree	-strongly disagree is an example of scale.				
17.	A) Guttman	B)	Thurstone				
	C) Likert	D)	Semantic differential				
48.	Match List I with Lis List I a. Samachar Darpan b. Mahratta	List 1. B	List II 1. Bal Gangadhar Tilak 2. Jawaharlal Nehru 3. Serampore Missionaries				
	c. Rast Goftar						
	d. National Herald	4. D	Dadabhai Naoroji				
	A) a-2, b-3, c-1, c C) a-2, b-4, c-3, c		a-3, b-1, c-4, d-2 a-2, b-3, c-4, d-1				
49.	natur	al phenomenon wl	nsive and well-substantiated explanation of a hich is universal and unchanging. ibe patterns and specific relationships through				
	empi	mathematical calculations.					
	<ul> <li>A) Both A and R</li> <li>B) Both A and R</li> <li>C) A is true, but</li> <li>D) A is false, but</li> </ul>	are false R is false	the correct explanation of A				
50.	The debut movie of A) Yavanika	K.G. George: B)	Adaminte Variyellu				
	C) Irakal	D)	Swapnadanam				

51.	The founder	editor of the	Economic and	Political weekly?

- A) Sachin Chaudhari B) Krisha Raj
- C) ParanjoyGuha Thakurtha D) S Mahendra Dev
- 52. CCD and CMOS are -----.
  - A) View finders B)
  - C) Film processors D) Camera accessories

#### 53. Identify the correct statement/s: Statement 1:Leon Festinger argues that people have natural tendency to mentally increase the significance of dissonant factors. Statement 2:Reduction in cognitive dissonance is achieved by adding consonant elements A) Both 1 & 2 B) Neither 1 nor 2 C) 1 only D) 2 only 54. Appointment of the Registrar of Newspapers of India was the recommendation of: First Press Commission Second Press Commission A) B) Press Council of India Ministry of I and B C) D)

#### 55. DI in film editing stands for:

- **Digital Interchange** A) B) **Digital Intermediate**
- **Digital Icons Digital Imprint** C) D)

#### 56. The Malayalam film, Newspaper Boy (1955) was influenced by:

- Japanese Film Movement B) French New Wave A)
- German Expressionism Italian neorealism C) D)

#### First NGO operated Community Radio in India: 57.

- Sangham Radio Radio Mattoli A) B)
- C) Anna FM Radio Luit D)

#### 58. Identify the characteristic/s of internet enabled digital media:

- Interactivity Hypertextuality A) B)
- Multimediality All of the above C) D)

59. Match List I with List II

List I

# List II

- a. Graham Bell 1. Scanning Disc b. Nipkow 2. Film Roll c. Eastman 3. Telephone
- d Marconi 4 Radio
- a-2, b-3, c-1, d-4 A) a-3, b-2, c-4, d-1 B) a-2, b-4, c-3, d-1 a-3, b-1, c-2, d-4 D) C)

**Digital Image Capturing technologies** 

60.	The section of IPC which defines defamation:A)498B)499C)500D)501				
61.	The first banned newspaper in Kerala:A)MitavadiB)SwadeshabhimanC)SandishtavadiD)Prabodhakan				
62.	<ul> <li>Assertion (A): Nordenstrang and Schiller argued that the issues of development should be understood on the basis of network of relations between nations</li> <li>Reason (R): This is not a critique of dominant paradigm of development</li> </ul>				
	<ul> <li>A) Both A and R are true, and R is the correct explanation of A</li> <li>B) Both A and R are true, but R is not the correct explanation of A</li> <li>C) A is true, but R is false</li> <li>D) A is false, but R is true</li> </ul>				
63.	<ul> <li>Which of the following is a non-linear model of communication?</li> <li>A) Wilbur Schramm B) David Berlo</li> <li>C) Shannon and Weaver D) Wesley and MacLean</li> </ul>				
64.	<ul> <li>Analysis of nations as 'imagined communities' was made by:</li> <li>A) Benedict Anderson B) Eric Hobswam</li> <li>C) Freidrich Hegel D) Max weber</li> </ul>				
65.	The anthropologist who put forth the idea of 'Global Cultural Flows' including'Mediascapes':A)KuppuswamyB)Arjun AppaduraiC)MelkoteD)None of these				
66.	<ul> <li>'Good night and good luck' is a 2005 film by George Clooney which plots the conflict between CBS host and veteran journalist and US Senator Joseph McCarthy during cold war era.</li> <li>A) Neil Sheehan B) Thomas Freidman</li> <li>C) Ben Bagdikian D) Edward R.Murrow</li> </ul>				
67.	<ul> <li>'Parliament Last week' was a famous column in Hindustan times handled by veteran journalist:</li> <li>A) Edathatta Narayanan B) C.P. Ramachandran</li> <li>C) M.P. Narayana Pillai D) Sardar K M Panikkar</li> </ul>				
68.	Griffith formula of editing essentially suggests:A)MS+LS+CUB)CU+LS+MSC)LS+MS+CUD)All of these				

- 69. A reporter recently unearthed new facts behind the serial killings by 'Ripper' Jayanandan. The report appeared in the web portal 'The News Minute'. Authorities haven't yet questioned the findings and it was lauded as a model investigative story by many. Identify the reporter.
  - A) Anjana Om Kashyap B) M.K. Nidheesh
  - C) Dhanya Rajendran D) Nandagopal Rajan
- 70. The Indian journalist who won the 2023 International Press Freedom Award instituted by Committee to Protect Journalists.
  - A) K K Shahina B) Suhasini Hyder
  - C) Barkha Dutt D) Faye D'Souza
- 71. 'Hind Swaraj' first appeared in Gandhi's -----.
  - A) Indian opinion B) Navjivan
  - C) Harijan D) Young India
- 72. The legendary editor who was instrumental in the beginnings of both 'The Times of India' and the 'Statesman'.
  - A) James Silk Buckingham B) Muddiman
  - C) Francis Gladwin D) Robert Knight
- 73. Assertion (A) : The telecast of 'The World this Week' can be considered as the first concrete attempt to professionalise Doordarshan.

Reason (R): This may be because the producers of the above show commented on Indian political and social events impartially.

- 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 true, but R is false
- D) A is false, but R is true

74. 'Maggi Noodles' rose to popularity after they started sponsoring-----.

- A) Hum Log B) Wagle Ki Duniya
- C) Krishi Darshan D) Surabhi
- 75. Ethical actions are those that generate 'greatest good for the greatest number of people'-Who argued this?
  - A) Jeremy Bentham B) John Stuart Mills
  - C) Niccollo Machiavelli D) Immanuel Kant
- 76. 'Canons of Journalism' is an ethical code formulated and accepted in 1923 by:
  - A) Kansas Editorial Association
  - B) American Society of Newspaper Editors
  - C) Pulitzer Foundation
  - D) UNESCO

77.	Editor's Guild has been charged under IPC Section 153A for publishing a fact finding report on:				
		Farmers protests Hathras gangrape			
78.	than those that defy them. This is a news value k	s value known as:			
		Consonance Co-option			
79.	A) Josy Joseph B) RanaA	of India's Deep state': RanaAyyub Dinesh Narayan			
80.	Statement 1: An embargo is a request from a so				
	Statement 2: PR professionals do not use this o	s story until a specified date and time. option as it is too risky.			
	, , , , , , , , , , , , , , , , , , , ,	& 2 are false lse, and 2 is true			
81.	A) Public interest B) Fair Co	nalistic defence against defamation? Fair Comment All of these			
82.	•	erests is known as: Organised D) Niche			
83.	<b>.</b>	by UN General Assembly in Paris in: 1952 D) 1955			
84.	The plot of the movie revolves around the papers.	ublication of the infamous Pentagon			
	A) Spotlight B) The Post C) N	lighterawler D) Frost/Nixon			
85.	A) Corporate funding B) Negati	Chomsky refers to: ve response to content es with vested interest			
86.	1	TencentQQ D) SinaWeibo			
87.	A) Michel Foucault B) Richar	d the Discourse on Language" : d Hoggart nomson			

88. Which of the following is open source software for desktop publication?

- A) InDesign B) QuarkXpress
  - C) Affinity Publisher D) Scribus

89. A state of intellectual isolation that can result from personalised searches in internet and social media is known as:

- A) Filter bubble B) Echo chamber
- C) Rabbit hole D) Confirmation bias

90. 'Hiroshima Mon Amour' is a classic film which belongs to the film movement-----.

- A) French New Wave B) German Expressionism
- C) Italian Neorelaism D) Japanese expressions

91. Raja Rammohun Roy shut down----- in protest against Adam Regulations.

- A) Sambad Kaumudi B) Mirat-Ul-Akhbar
- C) Brahminical Magazine D) None of these

92. The first Hindi language newspaper was:

- A) Jagran B) Prabhat Khabar
- C) Dainik Bhaskar D) Udant Martand
- 93. Samachar Darpan is a publication by:
  - A) Balgangadhar Tilak B) Dadabhai Naoroji
  - C) Serampore Missionaries D) Gopala Krishna Gokhale

### 94. Who among the following edited 'National Herald'?

- A) K Rama Rao B) Chalapati Rau
- C) Khushwant Singh D) All of them
- 95. Morarji Desai Government (1977-79) appointed ----commission to enquire on the atrocities against Indian Press during emergency period.
  - A) P.K.Goswami B) K K Mathew
  - C) Sarkaria D) K K Das

96. 'Advertisements should not exceed 40% of print space'- This was a recommendation of:

- A) First press Commission B) Second Press Commission
  - C) IFWJ D) PCI
- 97. The board of trustees of 'Prasar Bharti'- an autonomous corporation- which controls AIR and Doordarshan should be appointed by a committee comprising of Chief Justice of India, Lokpal and Chairperson of UPSC'- Who recommended this?
  - A) A K Chanda B) B.G.Varghese
  - C) K K Diwakar D) Kuldip Nayyar
- 98. 'Stet' in journalistic editing means:A) Delete B) Restore C) Replace D) Punctuate

99.	Statement of goals of an advertising car A) AIDA B) DMA	npaign and its evaluation is referred to as: C) DAGMAR D) CPM		
100.	The world photography Day is celebrateA)16 <sup>th</sup> NovemberB)C)30 <sup>th</sup> JuneD)	ed every year on: 10 <sup>th</sup> December 19 <sup>th</sup> August		
101.	An illustration /photograph that has soft masks:	t edges, often produced by using cutouts or		
	A) Vignette B) Velox	C) Highlighter D) Brightener		
102.	Which of the following is a video transiA)CutB)Wipe	tion technique? C) Fade D) All of these		
103.	The public sphere theory was put forthA)Frankfurt SchoolB)C)Toronto SchoolD)	y: Birmingham School Chicago School		
104.	Logos, Pathos and Ethos belong to A) Helical B) Circular	<ul><li>model of communication.</li><li>C) Triangular D) Rhetoric</li></ul>		
105.	The CNN reporter who covered Gulf War (1991) live and interviewed both SaddamHussein and Osama Bin Laden on two different occasions.A)Mike WallaceB)David FrostC)Peter ArnettD)John Holliman			
106.	TAR TV network was started in Hong Kong by_:A)Rupert MurdochB)Subhash ChandraC)Ted TurnerD)Li Kashing			
107.	The majority shareholder of NDTV novA)Adani groupB)C)Tata GroupD)	v: Reliance Group Prannoy and Radhika Roy		
108.	<ul> <li>B.G.Varghese Committee has recommended the establishment of a National</li> <li>Broadcasting Trust called to administer and control AIR and Doordarshan.</li> <li>A) Akash Bharti</li> <li>B) Prasar Bharti</li> <li>C) Vividh Bharati</li> <li>D) None of these</li> </ul>			
109.	A TV programming slot between two p A) Blind spot B) Hammock	-		
110.	India's official entry for Oscars 2024:A)The Kerala StoryB)C)The Vaccine WarD)	The Kashmir Files 2018		

- 111. The PRB Act (1867) is set to be amended with the passing of the Press and Registration of Periodicals Bill in Rajyasabha recently. Which of the following is the provision in the new bill?
  - A) Printers and publishers need to file a declaration before District Magistrate directly
  - B) Provision of imprisonment up to six months and fine up to 1,000 for improper disclosure of information
  - C) A person who has been convicted of a terrorist act or unlawful activity, or have acted against the security of the State will not be allowed to publish a periodical
  - D) All of these

The Castle

A)

112.The ratio of lighting for three point lighting (Key:Fill:Back):A)1:0.5:1B)1:1:0.5C)0.5:1:1D)1:2:0.5

113. The scripting for TV news stories are often done in the formula called PPF. It stands for:

- A) Past- Present -Future B)
- C) Progress-Points-Format D) Point-Progression-Formula

114. The original idea of 'Big Boss' –reality show can be traced back to-----the novel.

B) The Metamorphosis

Present -Past -Future

C) 1984 D) The Judgment

115. 'Citizen Kane' depicts the life of the media conglomerate-----.

- A) William Randolph Hearst B) Ted Turner
- C) Rupert Murdoch D) Barclay Brothers

## 116. The director of the German Expressionist film, 'The Cabinet of Dr. Calligari':

- A) Fritz lang B) F W Murnau
- C) Robert Weine D) Alan Resnais
- 117. Assertion (A): Edward L. Bernays considered masses as irrational and they could be swayed in the desired direction by using crowd psychology.

Reason (R): He established this by branding cigarettes as 'torches of freedom' to promote smoking habits among women and through many similar campaigns.

- 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 true, but R is false
- D) A is false, but R is true

- 118. Identify the **false** statement:
  - A) 'The Birth of Nation' became a subject of controversy because of its racist depiction of African Americans
  - B) Rashomon effect is obtained when multiple perspectives on the same subject which are often contradictory in nature, is presented together.
  - C) 'Breathless' is an iconic film belongs to French new wave
  - D) Cahiers du Cinema is a film directed by Andre Bazin which portrays the agony of film making.

George Eastman

- 119. The first celluloid roll film was created by:
  - A) Thomas Alva edison B)
  - C) Etienne-Jules Marey D) William Dickson
- 120. Match List I with List II: List I
  - a. Club FM
  - b. Big FM
  - c. Red FM
  - d. Radio Mirchi

- List II
- 1. Reliance Group
- 2. Sun Group
- The Times Group
   Mathrubhumi Group
- **T.** 1**VIA**
- A) a-4, b-3, c-2, d-1
- C) a-4, b-1, c-2, d-3
- B) a-3, b-4, c-1, d-2
- D) a-4, b-3, c-1, d-2