

1. Which of the following is **not** a video format?
A) MOV B) WMV C) AVI D) WAV
2. Author of 'Ten arguments for Deleting your Social Media Accounts Right Now':
A) Tristan Harris B) Jeff Orlowsky
C) Edward Snowden D) Jaron Lanier
3. 'Cathartic' effect of media was theorised by:
A) Seymore Feshbach B) Sigmund Freud
C) Joseph Klapper D) Edward T.Hall
4. 'The Telegraph' newspaper is owned by:
A) ABP Group B) Bennet and Coleman
C) Essar Group D) Editor's Guild
5. Assertion (A): The presence of an artifact or confounding variable indicates lack of internal validity.
Reason (R) : Artifacts create a possible but incorrect explanation of results.

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
6. A feature of professional cameras, which places diagonal lines across any over-exposed parts of the picture in the viewfinder?
A) Fades B) Tally
C) Zebra Stripes D) Pre-roll
7. Assertion (A) : Dominant Paradigm considered mass communication as a powerful and direct force to bring about changes in the society.
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.

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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

51. The founder editor of the Economic and Political weekly?
 A) Sachin Chaudhari B) Krisha Raj
 C) Paranjyoguha Thakurtha D) S Mahendra Dev
52. CCD and CMOS are -----.
 A) View finders B) Digital Image Capturing technologies
 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:
 A) First Press Commission B) Second Press Commission
 C) Press Council of India D) Ministry of I and B
55. DI in film editing stands for:
 A) Digital Interchange B) Digital Intermediate
 C) Digital Icons D) Digital Imprint
56. The Malayalam film, Newspaper Boy (1955) was influenced by:
 A) Japanese Film Movement B) French New Wave
 C) German Expressionism D) Italian neorealism
57. First NGO operated Community Radio in India:
 A) Sangham Radio B) Radio Mattoli
 C) Anna FM D) Radio Luit
58. Identify the characteristic/s of internet enabled digital media:
 A) Interactivity B) Hypertextuality
 C) Multimediality D) All of the above
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) a-3, b-2, c-4, d-1 B) a-2, b-3, c-1, d-4
 C) a-2, b-4, c-3, d-1 D) a-3, b-1, c-2, d-4

60. The section of IPC which defines defamation:
 A) 498 B) 499 C) 500 D) 501
61. The first banned newspaper in Kerala:
 A) Mitavadi B) Swadeshabhiman
 C) Sandishtavadi D) Prabodhakan
62. Assertion (A): Nordenstrang and Schiller argued that the issues of development should be understood on the basis of network of relations between nations
 Reason (R): This is not a critique of dominant paradigm of development
- 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
63. Which of the following is a non-linear model of communication?
 A) Wilbur Schramm B) David Berlo
 C) Shannon and Weaver D) Wesley and MacLean
64. Analysis of nations as ‘imagined communities’ was made by:
 A) Benedict Anderson B) Eric Hobsbawm
 C) Freidrich Hegel D) Max weber
65. The anthropologist who put forth the idea of ‘Global Cultural Flows’ including ‘Mediascapes’:
 A) Kuppuswamy B) Arjun Appadurai
 C) Melkote D) None of these
66. ‘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.
 A) Neil Sheehan B) Thomas Freidman
 C) Ben Bagdikian D) Edward R.Murrow
67. ‘Parliament Last week’ was a famous column in Hindustan times handled by veteran journalist:
 A) Edathatta Narayanan B) C.P. Ramachandran
 C) M.P. Narayana Pillai D) Sardar K M Panikkar
68. Griffith formula of editing essentially suggests:
 A) MS+LS+CU B) CU+LS+MS
 C) LS+MS+CU D) 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:
 A) Nuh (Haryana) violence B) Farmers protests
 C) Manipur violence D) Hathras gangrape
78. Events that fit with the media's expectations and preconceptions receive more coverage than those that defy them. This is a news value known as:
 A) Unambiguity B) Consonance
 C) Composition D) Co-option
79. Author of 'The Silent Coup: A History of India's Deep state':
 A) Josy Joseph B) RanaAyyub
 C) K. Rajagopal D) Dinesh Narayan
80. State whether the statements are true or false:
 Statement 1: An embargo is a request from a source to a journalist or a media outlet to delay the publication of a news story until a specified date and time.
 Statement 2: PR professionals do not use this option as it is too risky.
 A) Both 1& 2 are true B) Both 1 & 2 are false
 C) 1 is true, and 2 is false D) 1 is false, and 2 is true
81. Which of the following falls under journalistic defence against defamation?
 A) Public interest B) Fair Comment
 C) Absolute privilege D) All of these
82. Audience who have very specific needs and interests is known as:
 A) Pedestrian B) Active C) Organised D) Niche
83. Universal Declaration of Human Rights agreed by UN General Assembly in Paris in:
 A) 1948 B) 1951 C) 1952 D) 1955
84. The plot of the movie----- revolves around the publication of the infamous Pentagon papers.
 A) Spotlight B) The Post C) Nightcrawler D) Frost/Nixon
85. The news filter 'flak' according to Herman and Chomsky refers to:
 A) Corporate funding B) Negative response to content
 C) Advertisement blitzkrieg D) Sources with vested interest
86. The Chinese equivalent of Twitter or X is:
 A) WeChat B) TaoBao C) TencentQQ D) SinaWeibo
87. Author of "The Archaeology of Knowledge: And the Discourse on Language" :
 A) Michel Foucault B) Richard Hoggart
 C) Raymond Williams D) E.P.Thomson

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 Neorealism 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 campaign and its evaluation is referred to as:
 A) AIDA B) DMA C) DAGMAR D) CPM
100. The world photography Day is celebrated every year on:
 A) 16th November B) 10th December
 C) 30th June D) 19th August
101. An illustration /photograph that has soft edges, often produced by using cutouts or masks:
 A) Vignette B) Velox C) Highlighter D) Brightener
102. Which of the following is a video transition technique?
 A) Cut B) Wipe C) Fade D) All of these
103. The public sphere theory was put forth by:
 A) Frankfurt School B) Birmingham School
 C) Toronto School D) Chicago School
104. Logos, Pathos and Ethos belong to ----- model of communication.
 A) Helical B) Circular C) Triangular D) Rhetoric
105. The CNN reporter who covered Gulf War (1991) live and interviewed both Saddam Hussein and Osama Bin Laden on two different occasions.
 A) Mike Wallace B) David Frost
 C) Peter Arnett D) John Holliman
106. STAR TV network was started in Hong Kong by_:
 A) Rupert Murdoch B) Subhash Chandra
 C) Ted Turner D) Li Kashing
107. The majority shareholder of NDTV now:
 A) Adani group B) Reliance Group
 C) Tata Group D) Prannoy and Radhika Roy
108. B.G.Varghese Committee has recommended the establishment of a National Broadcasting Trust called----- to administer and control AIR and Doordarshan.
 A) Akash Bharti B) Prasar Bharti
 C) Vividh Bharati D) None of these
109. A TV programming slot between two popular shows is called:
 A) Blind spot B) Hammock C) Cliff hanger D) Pilot
110. India's official entry for Oscars 2024:
 A) The Kerala Story B) The Kashmir Files
 C) The Vaccine War D) 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
112. The ratio of lighting for three point lighting (Key:Fill:Back):
- A) 1:0.5:1 B) 1:1:0.5 C) 0.5:1:1 D) 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) Present -Past -Future
 C) Progress-Points-Format D) Point-Progression-Formula
114. The original idea of 'Big Boss' –reality show can be traced back to-----the novel.
- A) The Castle B) The Metamorphosis
 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.
119. The first celluloid roll film was created by:
- A) Thomas Alva edison
 - B) George Eastman
 - C) Etienne-Jules Marey
 - D) William Dickson
120. Match List I with List II:
- | List I | List II |
|-----------------|----------------------|
| a. Club FM | 1. Reliance Group |
| b. Big FM | 2. Sun Group |
| c. Red FM | 3. The Times Group |
| d. Radio Mirchi | 4. Mathrubhumi Group |
- A) a-4, b-3, c-2, d-1 B) a-3, b-4, c-1, d-2
C) a-4, b-1, c-2, d-3 D) a-4, b-3, c-1, d-2
-