VPM CLASSES

NTA UGC NET

MASS COMMUNICATION

SOLVED SAMPLE PAPER

(English Medium)

* **DETAILED SOLUTIONS**
* **NEW SYLLABUS**
* **NEW PATTERN**

MOCK TEST PAPER

- **PAPER - II**   *This paper contains 100 objective type questions.*

  Each question carries 2 marks.

  Attempt all the questions.
- *Pattern of questions*   :   *MCQs*
- *Total marks*   :   *200*
- *Duration of test*   :   *2 Hours*

1.   **Assertion (A) :** The Indian press has become quite distinct from the western press during the last few years.

Reason (R) : The Indian press has registered a quantitative jump in terms of number of Publications and circulation.

Codes :

(1) Both (A) and (R) are true.

(2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

(3) (A) is true, but (R) is false.

(4) (A) is false, but (R) is true.

2.   Find the correct chronological order of the following :

(1) The Official Secrets Act - The Unlawful Activities (Prevention) Act - The Press Council of India Act -   The Right to Information Act.

(2) The Uulawful Activities (Prevention) Act - The Official Secrets Act - The Press Council of India Act - The Right to Information Act.

(3) The Official Secrets Act - The Press Council of India Act - The Unlawful Activities (Prevention) Act - The Right to Information Act.

(4) The Official Secrets Act - The Right to Information Act - The Unlawful Activities (Prevention) Act - The Press Council of India Act.

3. **Assertion (A) :** Mass media audiences are acknowledged of their presence, but scant attention is paid to them

   Reason (R) : Because mass media are an institutionalised product of a corporate society, it is easy to examine them rather than their audiences.

   Codes :

   (1) Both (A) and (R) are true.

   (2) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

   (3) (A) is true, but (R) is false.

   (4) (A) is false, but (R) is true.

4. Match the following

List - I	List - II
(Concept)	**(Description)**
a. Moral Panic	i. Acting as a mechanism to produce consensus between the state and society
b. Reality Formation	ii. Reinforcement of a set of dominant values
c. Ideology endorsement	iii. Production of a set of ideas as to social norms
d. Social Control	iv. Inducing unfounded anxieties

   Codes

	a	b	c	d
(1)	a-i	b-ii	c-iii	d-iv
(2)	a-ii	b-iii	c-iv	d-i
(3)	a-iv	b-iii	c-ii	d-i
(4)	a-iii	b-iv	c-i	d-ii

5. Which country included free expression as part of the Human Rights Act ?

   (1) USA

   (2) Sweden

   (3) Denmark

   (4) The UK

6. Match the following :

List - I	List - II
(Utility)	(Platform)
a. Social bookmarking	i. Instagram
b. Social news	ii. Twitter
c. Social networking	iii. Reddif
d. Social photosharing	iv. Delicious

Codes :

	a	b	c	d
(1)	a-i	b-iii	c-ii	d-iv
(2)	a-iii	b-iv	c-ii	d-i
(3)	a-iv	b-iii	c-ii	d-i
(4)	a-ii	b-iv	c-iii	d-i

7. An individual might have an extremely pleasing personality, in depth know ledge of the subject, a good and a very strong netw ork but if he doesn't have effective __. skills, he fails to prove his worth and his charm and talent go simply unnoticed.

(1) Style   (2) Approach

(3) Money   (4) Communicat ion

8. Who believes that communication doesn't start f rom day one but actually begins when the speaker receives signals or messages from his external surroundings?

(1) Berlo's model   (2) Westley and MacLean's model

(3) Helical   (4) None

9. How many C's are there for communication?

(1) 4   (2) 5   (3) 6   (4) 7

10. Which of the following is not under seven C's of communicat ion?

(1) Completeness   (2) Consciousness

(3) Clarity   (4) Charity

11. Which of the following implies the message should show the sender's expression as w ell as should respect the receiver?

(1) Completeness   (2) Courtesy

(3) Consideration   (4) Clarity

12. The performance of goals is determined by corporate culture, human resource management and functional support systems. The outcomes are also inf luenced by

(1) Communication system   (2) Controlling

(3) Organizational structure   (4) All of the above

13. Which can be the disadvantage for mass communicat ion?

(1) Media is subjected to physical,cultural and psychological barriers

(2) Feedback f rom the masses is diff icult to obtain.

(3) Both (1) and (2)

(4) None

14. AEJMC, is a major international membership organization for

(1) HR   (2) Security

(3) Academic   (4) All of the above

15. Which of the following is said to be the largest section of print media in the globe?

(1) Canadian press   (2) Indian press

(3) British press   (4) None

16. The new communication technologies in India integrate the characteristics of

(1) Interpersonal   (2) Mass communication

(3) Both (1) and (2)   (4) None

17. The messages are targeted to specif ic individuals that are called

(1) Interpersonal   (2) De-massif ication

(3) Both (1) and (2)   (4) None

18. By the 1990s, _____ w ere being used for communication purposes rather than as number- crunches, their original use.

(1) Telephone   (2) Computers

(3) Television   (4) Radio

19. Without the media, people in societies would be _____, not only f rom the rest of the w orld, but from governments.

(1) Isolated   (2) Combined   (3) Come together   (4) All

20. The media is all around us. From the shows we watch on TV, the music w e listen to on

(1) Books   (2) Magazines

(3) Radio   (4) New spaper

21. The f low of information is important for the development of communities and the
    _____ facilitates this.

    (1) Media   (2) Technology

    (3) Globalization   (4) None

22. Which of the following can be the right /posit ive example for media ef fect on
    child?

    (1) When your child w atches superhero fighting and then copies their moves
    during play.

    (2) When child w atches shows of smoking and drinking

    (3) Both (1) and (2)

    (4) None

23. Whatever form they take (ads, movies, computer game, music videos), messages
    can be for your child.

    (1) Good   (2) Bad

    (3) Both (1) and (2)   (4) None

24. Advertising and movies send kids the message that smoking and drinking make a
    person_____and that everyone does it.

    (1) Smart   (2) Cool

    (3) Both (1) and (2)   (4) Descent

25. Which of the following is the conclusion for study of wakef ield, loken and hornik?

    (1) mass media can directly or indirectly produce positive changes or prevent
    negative changes among large populations

    (2) Out of the realm of intrapersonal communication exist f rom of communication
    which involves communicat ion with mass audience and that's w hy it is called
    mass communication

    (3) Both (1) and (2)

    (4) None

26. There are many ways in which ……….. can supplement, enhance, and expand
    upon the meaning of a f ilm's narrative, providing specif ic cinematic examples.

(1) Motion picture   (2) Mot ion picture soundtrack

(3) Still picture   (4) All of the above

27. Freedom of the press or freedom of the media is the f reedom of communication and expression through mediums including _____.

(1) Electronic media   (2) Published material

(3) Both (1) and (2)   (4) None

28. With respect to governmental information, any government may distinguish which materials are public or protected f rom disclosure to the public based on classif ication of information as

(1) Sensitive   (2) Secret   (3) Classif ied   (4) All

29. Which of the following can be called as sunshine law s?

(1) RTI   (2) Freedom of information legislation

(3) Freedom of speech   (4) None

30. The principles of Journalistic codes of ethics are designed

(1) To assist journalists in dealing w ith ethical dilemmas

(2) Self monitoring and self correction

(3) Both (1) and (2)

(4) None

31. The International Federation of Journalists launched a global Ethical Journalism Init iative in

(1) 2007   (2) 2008

(3) 2009   (4) 2010

32. Which of the following is important as a core value and to maintain credibility?

(1) Precision   (2) Reliability

(3) Accuracy   (4) None

33. Mass communicators w ant audiences to pay attent ion to their messages, learn the contents of the messages, and make appropriate changes in _____ .

(1) Attitude   (2) Belief

(3) Both (1) and (2)   (4) None

34. Which of the following has been def ined as the process by which we interpret sensory data?

(1) Response   (2) Perception

(3) Both (1)and (2)   (4) None

35. From how many senses does the sensory data come?

(1) 2   (2) 3   (3) 4   (4) 5

36. Which of the following has been the proud birthplace of the press in India?

(1) Delhi   (2) Mumbai

(3) Bengal   (4) Calcutta

37. Which of the following paper w as the f irst published f rom Calcutta in 1780?

(1) Hicky gazette   (2) Times new

(3) Hindustan sangh   (4) None

38. Which of the following Act tells that it regulates print ing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses?

(1) The Press and Registration of Books Act, 1867

(2) The Press (Objectionable Matters) Act, 1951

(3) The Newspaper (Prices and Pages) Act, 1956

(4) None

39. Which of the following statute empow ers the Central Government to regulate the price of new spapers in relation to the number of pages and size?

(1) The Press and Registration of Books Act, 1867

(2) The Press (Objectionable Matters) Act, 1951

(3) The Newspaper (Prices and Pages) Act, 1956

(4) None

40. Which of the following Act came into force during the Emergency proclaimed in 1962?

(1) Defence of India Act

(2) Delivery of Books and Newspapers (Public Libraries) Act

(3) Civil Defence Act

(4) None

41. The broadcast media w as under complete monopoly of

(1) State government   (2) Planning commission

(3) Government of India   (4) British Raj

42. Where the norms are breached and the freedom is def iled by unprofessional conduct, a way must exist to

(1) Check   (2) Control

(3) Both (1) and (2)   (4) None

43. The Press Council is headed by

(1) Chairman   (2) President

(3) Vice president   (4) None

44. Till the 1990s _____ was the only channel available to a vast majority of Indians.

(1) Zee news   (2) Doordarshan

(3) Akashvani   (4) None

45. Which of the following w as/ were were already there before the arrival of television?

(1) Radio   (2) Cinema   (3) Film theory   (4) All

46. Ear ly f ilm theory arose in the silent era and w as mostly concerned with def ining the crucialelements of the

(1) Source   (2) Receiver

(3) Medium   (4) None

47. For the communication of social change people rejects -

(1) Hierarch model   (2) Vertical model

(3) Both (1) and (2)   (4) None

48. Which of the following is the type of observation method?

(1) Structured observation   (2) Controlled observation

(3) Participant observation   (4) All

49. The research design is the_____ specifying the methods and procedures for collecting and analyzing the needed information.

(1) Master plan   (2) Slavery plan

(3) Both A and B   (4) None

50. Which of the following is the traditional category of research design?

(1) Explorative   (2) Descriptive

(3) Casual   (4) All

51. The choice of the most appropriate design depends on

(1) Objective of research   (2) Problem of research

(3) BothA and B   (4) None

52. The problem to be studied by researcher must be

(1) Explicit   (2) Implicit

(3) Both(1) and(2)   (4) None

53. Before writing the report

(1) the researcher must know his or her audience

(2) he/she may have to make assump ions about the composit ion

(3) both(1) and(2)

(4)none

54. The w riting style is designed to facilitate

(1) easy   (2) rapid reading

(3) both(1) and(2)   (4) none

55. Which is the correct layout of research report?

(1) Executive summary > nature of study> method of data collection> analysis

(2) Nature of study> method of data collection> analysis> executive summary

(3) Analysis> executive summary> method of data collection> nature of study

(4) None

56. Digital Cinema Init iatives (DCI) w as formed in

(1) 2002   (2) 2003

(3) 2004   (4) 2005

57. DCI w as formed to

(1) develop a system specif ication for digital cinema

(2) develop a system specif ication for analog cinema

(3) both(1) and(2)   (4) none

58. Which of the following can be the type of sampling technique?

(1) Random   (2) Systematic

(3) Stratif ied   (4) All

59. In which method of sampling, member of the total populat ion has an equal chance of being selected?

(1) Random   (2) Systematic

(3) Stratif ied   (4) All

60. Which of the following is the undoing of colonialism?

(1) Decolonization   (2) Colonization

(3) BothA and B   (4) None

61. Decolonisation is related with

(1) Polit ics   (2) Culture

(3) Both(1) and(2)   (4) None

62. The actions of the native population are characterized by

(1) Violence   (2) Non violence

(3) Both (a)and(2)   (4) None

63. Internat ional news agencies belong to such society as are

(1) People oriented   (2) Action oriented

(3) Both(1) and(2)   (4) None

64. The ef fected developing societies are

(1) Gregarious   (2) V- based

(3) Inef f icient   (4) All

65. There is a clash of ideology in betw een

(1) East and west   (2) North and south

(3) East and south   (4) North and w est

66. Internat ional news agencies are criticised on follow ing grounds

(1) Religious   (2) Geography

(3) Age   (4) Gender

67. The nations of the west have advanced societies; they have some positive features to. They view humans as

(1) Human   (2) Action

(3) Reaction   (4) All

68. Which of the following now being introduced have brought the global community into a state of rapid mutat ion?

(1) Cyberspace technology   (2) Fiber technology

(3) Space satellite   (4) All

69. The Indian media was initiated since the late _____ century

(1) 18th   (2) 19th   (3) 20th   (4) 21st

70. Indian media-private media in particular-has been

(1) Free   (2) Independent

(3)Both(1) and(2)   (4)Dependent

71. A good producer has relationships w ith people who would be of value to

(1) Production   (2) Acting

(3) Finance   (4) All

72. Which of the following are the necessary resources to get the project completed?

(1) Attachment   (2) Script

(3) Project   (4) All

73. Who has the ability to bring the necessary resources to the project?

(1) Director   (2) Producer

(3) Actor   (4) Writer

74. A visual language is a system of communication using_____elements.

(1) Audio   (2) Visual

(3) Both(1) and(2)   (4) None

75. Just as people can 'verbalize' their thinking, they can___it.

(1) Audio   (2) Visualize

(3) Both(1) and(2)   (4) None

76. Which of the following can be the example of visual language?

(1) Diagram   (2) Map

(3) Paint ing   (4) All

77. The structural unit of visual language includes

(1) Line   (2) Color   (3) Motion   (4) All

78. Which of the following has strong inf luence on composition studies?

(1) Written   (2) Spoken

(3) Visual   (4) None

79. Libraries are using _____ to store their data and even books in this technology.

(1) Radio   (2) Television

(3) Computers   (4) None

80. Which is one of the key elements of the marketing mix, and deals w ith any one or two-way communication that takes place with the consumer?

(1) Promot ion   (2) Advertising

(3) Price   (4) None

81. Deciding on a market ing communications strategy is one of the primary roles of

(1) Marketing supervisor   (2) Market ing manager

(3) Both (1) and(2)   (4) None

82. Most new spapers have a fairly_____approach to communicating w ith production.

(1) Formal   (2) Informal

(3) Structural   (4) Non structural

83. Many production departments w on't accept verbal communication of any kind. This not only helps reduce

(1) Flaw less   (2) Errors

(3) Accuracy   (4) Precision

84. Although many production departments know ____ constraints an ad salesperson is under and will sometimes accept alternat ive w ays of requesting an ad.

(1) Times   (2) Space

(3) Both(1) and(2)   (4) None

85. Ad layout sheets are printed in

(1) 8 1/2 by 11 inch   (2) 6 1/2 by 10 inch

(3) 6 1/2 by 11 inch   (4) None

86. PR is an essential and integrated component of

(1) Public policy   (2) Public service

(3) Both(1) and(2)   (4) None

87. which of the follow ing can be pre requisite for PR training?

(1) Media know ledge   (2) Know ledge about organization

(3) Both(1) and(2)   (4) None

88. Which of the following objective of the PR training programme?

(1) Be able to explain PR concept and its importance

(2) Be able to develop 'PR' programmes

(3) Be able to maintain better media relations

(4) All

89. Which of the following can also be def ined as the complex collection of opinions of many dif ferent people and the sum of all their view s?

(1) Public research　　　　　(2) Public opinion

(3) Both(1)and(2)　　　　　(4) None

90. Which of the following is the aggregate of individual attitudes or beliefs held by the adult populat ion?

(1) Public research　　　　　(2) Public opinion

(3) Both(1)and(2)　　　　　(4) None

91. Students are of ten asked to present an assignment or project w hich may be _____ text types

(1) Literary　　　　　(2) Factual

(3) Both(1) and(2)　　　　　(4) None

92. ___ Is w here one single item is mode at a time and is of ten produced to the customer's individual specif ication.

(1) job production　　　　　(2) work production

(3) time production　　　　　(4) all

93. Examples of job production method are

(1) Luxury cars　　　　　(2) Craf t goods

(3) Designer cloths　　　　　(4) All

94. A syndicate is formed to

(1) transact some specif ic business, or to promote a common interest.

(2) transact some common business, or to promote a common interest.

(3) Both(1) and(2)

(4) None

95. In the case of criminal activity, it is there to promote, and engage in, organized crime.here'it' refers to

(1) News   (2) News agency

(3) Syndicate   (4) Freelancer

96. What did the Lessons with Eisenstein talk about?

(1) Lessons of adaptation of literary works to cinema

(2) Eisenstein's life

(3) About cinema making

(4) About what Eisenstein taught his students

97. What is the difference between the classical theory and recent film theory on adaptation?

(1) The difference in authorship of the adapted film.

(2) The variations on film themes.

(3) The classical one talks about the original while the recent one talks about the new theme.

(4) Classical theories talk about changes of codes, whereas the recent theories talk of variations of authorship of themes.

98. What is the opinion of McLuhan on adaptation?www.netugc.com

(1) A new work of art is created through adaptation.

(2) The new medium takes in the past works of art and absorbs.

(3) All art works are absorbed by television.

(4) All works of art are destroyed by emerging media.

99. Identify the areas of negative influence that television may have on an adapted film?

(1) The director's business

(2) The story, character and dialogue

(3) The sound track, colour and framing

(4) The screening of a film in TV

100. What is the suggestion of Tarkovsky to solve the problem of 'life and death for a film'?

(1) Showing a film in television to be made compulsory.

(2) Adaptation from literature is a must for films.

(3) Separate the author from the film.

(4) Separate literature from Cinema completely.

ANSWER KEY
PAPER-II

Question	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Answer	1	1	1	3	4	3	4	2	4	4	2	4	3	3	2	3	2	2	1	3
Question	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
Answer	1	1	3	3	1	2	3	4	2	3	2	3	3	2	4	3	1	1	3	1
Question	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
Answer	3	3	1	2	4	3	3	4	1	4	3	1	3	3	1	1	1	4	1	1
Question	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
Answer	3	2	2	4	1	1	1	1	1	3	1	3	2	2	2	4	4	3	3	1
Question	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
Answer	2	1	2	1	1	3	3	4	2	2	3	1	4	1	3	1	4	2	3	4

HINTS AND SOLUTIONS
PAPER-II

1.(1)

2.(1) The Official Secrets Act, 1923, The Unlawful Activities (Prevention) Act, 1967, The Press Council of India Act, 1978, The Right to Information Act, 2005

3.(1)

4.(3) A moral panic is a feeling of fear spread among a large number of people that some evil threatens the well-being of society.

Reality formation: producing a set of ideas about what constitutes 'the real', especially in relation to social reality and social norms.

Sociologists identify two basic forms of social control:

1. Informal means of control - Internalization of norms and values by a process known as socialization, which is defined as "the process by which an individual, born with behavioral potentialities of enormously wide range, is led to develop actual behavior which is confined to the narrower range of what is acceptable for him by the group standards."[2]

2. Formal means of social control - External sanctions enforced by government to prevent the establishment of chaos or anomie in society. Some theorists, such as Émile Durkheim, refer to this form of control as regulation.

5.(4) The Human Rights Act 1998 is an Act of Parliament of the United Kingdom which received Royal Assent on 9 November 1998, and mostly came into force on 2 October 2000. Its aim was to incorporate into UK law the rights contained in the European Convention on Human Rights.

Article 10 gives everyone the right to freedom of expression, which includes the freedom to hold opinions and to receive and impart information and ideas without State interference.

This includes the right to communicate and to express oneself in any medium, including through words, pictures, images and actions (including through public protest and demonstrations). This is included in the act under Article 10 of HRA 1998 of UK.

6.(3) Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks.

Rediff.com is an Indian news, information, entertainment and shopping web portal, founded in 1996 as "Rediff On The NeT".

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters.

Instagram is an online mobile photo-sharing site that allows its users to share pictures and videos either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

7.(4) An individual might have an extremely pleasing personality, in depth know ledge of the subject, a good and a very strong network but if he doesn't have ef fective communication skills, he fails to prove his w orth and his charm and talent go simply unnoticed. A person without effective communication skills will never be able to carve his niche in this fierce compet itive w orld.

8.(2) Westley and MacLean believed that communication doesn't start from day one but actually begins w hen the speaker receives signals or messages f rom his external surroundings. In this model again the process of initiating communication by f irst sending messages takes a back seat and suggests that communication actually starts with receiving messages from the environment.

9.(4) There are 7 C's of effective communication w hich are applicable to both w ritten as well as oral communication.

10.(4) The seven C's of communication are as follow - " Completeness

" Consciousness

" Clarity

" Considerat ion

" Concreteness

" Courtesy

" Correctness

11.(2) Courtesy in message implies the message should show the sender's expression as well as should respect the receiver. The sender of the message should be sincerely polite, judicious, ref lective and enthusiastic.

12.(4) The performance of goals is determined by corporate culture, human resource management and functional support systems. The outcomes are also inf luenced by the communication system, controlling and suitable organizational structure. The fulf illment of goals is based on the ability to respect and adapt to current conditions and the environment, provided there is a clear and shared company strategy.

13.(3) The disadvantages of mass communication are: 1. Media is subjected to physical,cultural and psychological barriers. 2. Feedback from the masses is diff icult to obtain

14.(3) AEJMC, is a major international membership organization for academics in the f ield, offering regional and national conferences and refereed publications. It has numerous membership divisions, interest groups, publications and w ebsites.

15.(2) Indian press media is said to be the largest section of print media in the globe. Indian printing houses publishes moredaily newspaper than any other country in Asia, covering a range of language and educational diversity that is unmatched in the world.

16.(3) The new communication technologies in India integrate the characteristics of Interpersonal & Mass communication.

17.(2) New media or the communication technologies are like interpersonal communications: where the message are targeted to specif ic individual that are called de-

massif ication.

18.(2) The interactive technologies of communication in India are the heart of the communication revolution that has been occuring in India. The computer and its various application in satellite and cable television, telecommunication, and the internet are bringing about great social change in India. These technologies af ter becoming distinctive are converging gradually to deliver data, voice and video in ways that were not possible before. Here a cuasative relation is simplif ied, namely the new communication are dealing to change into the society. By the 1990s computers w ere being used for communication process (such as email) rather than as number crunchers , their origimal use.

19.(1) Without the media, people in societies would be isolated, not only f rom the rest of the w orld, but from governments, law-makers, and neighbouring tow ns and cities.

20.(3) The media is all around us. From the show s we watch on TV, the music we listen to on the radio, to the books, magazines, and newspapers we read each day.

21.(1) The f low of information is important for the development of communities and the media facilitates this. Without a wide array of information, people's opinions and views would be limited and their impressions and conclusions of the w orld around them stunted.

22.(1) Sometimes you can see the impact of media right aw ay, auch as when your child watches superheros f ighting and then copies their moves during play.

23.(3) Whatever form they take (ads, movies, computer game, music videos), messages can be good or bad for your child. Just as you would limit certain foods in your child's diet that may be unhealthy, you also should limit her media diet of messages.

24.(3) Messages about tabacco and alcohol are everyw here in media. Kids see characters on screen smoking and drinking. They see signs for tabacco and alcohol products and concerts and sporting events. Advertising and movies send kids the message that smoking and drinking make a person smart or cool that "Everyone does it".

25.(1) After reviewing the evidence for each of these classes of health behaviors, wakefield, liken and Hornik concluded that mass media can directly or indirectly produce positive changes or prevent negative changes among large populations.

26.(2) The many ways in which the motion picture soundtrack can supplement, enhance, and expand upon the meaning of a film's narrative, providing specific cinematic example.

27.(3) Freedom of the press or freedom of the media is the freedom of communication and expression through mediums including various electronic media and published materials.

While such freedom mostly implies the absence of interference from an over-reaching state, its preservation may be sought through constitutional or other legal protections.

28.(4) With respect to governmental information, any government may distinguish which materials are public or protected from disclosure to the public based on classification of information as sensitive, classified or secret and being otherwise protected from disclosure due to relevance of the information to protecting the national interest.

29.(2) Freedom of information laws by country detail legislation that gives access by the general public to data held by national governments. They establish a "right-to-know" legal process by which requests may be made for government-held information, to be received freely or at minimal cost, barring standard exceptions. Also variously referred to as open records, or sunshine laws (in the United States), governments are also typically bound by a duty to publish and promote openness. In many countries there are constitutional guarantees for the right of access to information, but usually these are unused if specific support legislation does not exist.

30.(3) The principles of Journalistic codes of ethics are designed as guides through numerous difficulties, such as conflicts of interest, to assist journalists in dealing with ethical dilemmas.

The codes and canons provide journalists a framework for self-monitoring and self - correction.

31.(2) The International Federation of Journalists launched a global Ethical Journalism Initiative in 2008 aimed at strengthening aw areness of these issues w ithin professional bodies.

32.(3) Accuracy is important as a core value and to maintain credibility, but especially in broadcast media, audience share often gravitates tow ard outlets that are reporting new information first. Different organizations may balance speed and accuracy in different ways

33.(3) Mass communicators w ant audiences to pay attent ion to their messages, learn the contents of the messages, and make appropriate changes in attitude or belief or make desired behavioral responses

34.(2) Perception has been def ined as the process by which we interpret sensory data (Lahlry,1991).

35.(4) Sensory data come to us through our f ive senses. Like ear, tongue, eye, etc.

36.(3) Bengal has been the proud birthplace of the press in India.

37.(1) Chronicles record "Hicky's Gazette" as the f irst newspaper to be published in the country from Calcutta in 1780.

38.(1) The Press and Registration of Books Act, 1867 - This Act regulates printing presses and new spapers and makes registration w ith an appointed Authority compulsory for all printing presses.

39.(3) The New spaper (Prices and Pages) Act, 1956 - This statute empow ers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allow ed for advertising matter.

40.(1) Defence of India Act, 1962 - This Act came into force during the Emergency proclaimed in 1962. This Act aimed at restricting the Freedom Of The Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China.

41.(3) The broadcast media w as under complete monopoly of the Government of India. Private organizations w ere involved only in commercial advertising and sponsorships of programmes.

42.(3) Where the norms are breached and the freedom is def iled by unprofessional

conduct, a way must exist to check and control it. But, control by government or of f icial authorit ies may prove destructive of this f reedom.

43.(1) The Press Council is headed by a Chairman, who has, by convention, been a retired judge of the Supreme Court of India.

44.(2) However, television is a recent invention. Very few homes had television sets some fifty years ago. Also, till the 1990s Doordarshan w as the only channel available to a vast majority of Indians.

45.(4) Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as w ell as visuals.

46.(3) Early f ilm theory arose in the silent era and w as mostly concerned with def ining the crucial elements of the medium. It largely evolved f rom the w orks of directors like Germaine Dulac, Louis Delluc, etc.

47.(3) Communication for social change -

Process of dialogue and debate, based on tolerance, respect, equity, social justice and active participation of all stakeholders

Recovers lessons learned & experiences f rom developing countries

People centred : rejects hierarchic & vertical mass media intensive models

48.(4) Types of observation method.
- o Structured observation
- o Unstructured observation
- o Part icipant observation
- o Non Participant observation
- o Disguised (hidden)observation
- o controlled observation
- o Uncontrolled observation

49.(1) The research design is the master plan specifying the methods and procedures for collecting and analyzing the needed information. Although every problem and research objective may seem unique, there are usually enough similarities among problems and objectives to allow decisions to be made in advance about the best

plan to resolve the problem.

50.(4) Three tradit ional categories of research design:

- o Exploratory
- o Descriptive
- o Causal

51.(3) The choice of the most appropriate design depends largely on the objectives of the research and how much is know n about the problem and these objectives

52.(1) The problem to be studied by researcher must be explicitly stated so that one may know what information is to be obtained for solving the problem.

53.(3) The basic orientat ion of a research report depends on its audience. Before w riting the report - the researcher must know his or her audience;

- he/she may have to make assumpt ions about the composit ion, background and interests of the target readers.

54.(3) The w riting style is designed to facilitate easy and rapid reading and understanding of the research f indings and recommendat ions.

55.(1) Layout of research report is -

- o Executive summary
- o Nature of the study
  - Objectives
  - Hypothesis
- o Methods of data collection
- o Analysis of data
- o Findings
- o Conclusion
- " Bibliography

56.(1) Digital Cinema Init iatives (DCI) w as formed in March 2002.

57.(1) Digital Cinema Init iatives (DCI) was formed in March 2002 as a joint project of many mot ion picture studios (Disney, Fox, MGM, Paramount, Sony Pictures Entertainment, Universal, and Warner Bros. Studios) to develop a system specif ication for digital cinema.

58.(4) Three main types of sampling strategy:

" Random

" Systematic

" Stratif ied

Within these types, you may then decide on a; point, line, area method.

59.(1) Random sampling is Least biased of all sampling techniques, there is no subjec-tivity - each member of the total population has an equal chance of being se-lected.

60.(1) Decolonization (alternative spelling: decolonisat ion) is the undoing of colonial-ism, the unequal relation of polities w hereby one people or nation establishes and maintains dependent Territory (courial governments) over another.

61.(3) Decolonisation can be understood politically (attaining independence, autono-mous home rule, union with the metropole or another state) or culturally (removal of pernicious colonial effects.).

62.(2) In rare cases, the actions of the native populat ion are characterized by nonvio-lence, w ith the Indian independence movement led by Mohandas Karamchand Gandhi being one of the most notable examples, and the violence comes as active suppression f rom the occupying forces or as political opposit ion f rom forces representing minor ity local communities who feel threatened by the pros-pect of independence.

63.(2) Finally, internat ional news agencies belong to such society as are action ori-ented, individualisation, I- based and ef f icient.

64.(4) The ef fected developing societies are providence oriented, gregarious V-based, and inef ficient (well, most of them).

65(1) There is a clash of ideology w hich means the east and the west. The wars against Saddam Hussein, Osama Bin Laden, Muammar Qaddaf i, The Taliban, North Ko-rea, Syria, Iran, and Ultra organisations are to be viewed as wars of cultures.

66(1) International new s agencies are criticised on They produce religious conf licts.

67.(1) The nations of the west have advanced societies; they have some positive fea-tures to. They view humans as humans, they believe in the tenets of democracy and human f reedom.

68.(1) Cyberspace technologies now being introduced have brought the global community into a state of rapid mutat ion. These changes w ill undoubtedly alter the way humanity interacts and communicates in the future. As a result of these new developments in information and communication technology, the world is facing an unprecedented fusion and opening of cultures and economies that w ill impact cross cultural dialogues and relationships as w ell as stimulate development in cultural, social, economic, and educational arenas.

69(1) The Indian media was initiated since the late 18th century w ith print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumière moving pictures in Bombay initiated during the July 1895 -is among the oldest and largest media of the w orld.

70.(3) Indian media-private media in particular-has been "f ree and independent" throughout most of its history.

71.(1) A good producer has relationships w ith people who would be of value to the production and has the ability to convince them to attach themselves to the project.

72.(3) The dif ference between a project and a script are attachments. Attachments are the necessary resources to get the project completed.

73.(2) A producer has the ability to bring the necessary resources to the project and get commitments f rom cast, crew and vendors.

74.(2) A visual language is a system of communication using visual elements. Speech as a means of communication cannot strictly be separated f rom the w hole of human communicative activity that includes the visual and the term 'language' in relation to vision is an extension of its use to describe the perception, comprehension and production of visible signs.

75.(2) An image that tramat izes and communicates an idea presupposes the use of a visual language. Just as people can 'verbalize' their thinking, they can 'visualize' it.

76.(4) A diagram, a map, and a paint ing are all examples of uses of visual language.

77.(4) Visual language's structural units include line, shape, color, form, mot ion, texture, pattern, direction, orientat ion, scale, angle, space and proportion.

78.(3) Visual rhetoric, the considerat ion of visual, as opposed to w ritten or spoken communication,has had a strong inf luence on composit ion studies.

79.(3) In present computer technology has developed so much that it is being used for millions of purposes. Libraries are using computers to store their data and even books in this technology.

80.(1) Promot ion is one of the key elements of the marketing mix, and deals w ith any one or twoway communication that takes place w ith the consumer. This article concentrates is a high level introduction to developing a promot ional strategy for your business focusing on advertising and other 'pull' tactics.

81.(2) Deciding on a marketing communications strategy is one of the primary roles of the marketing manager and this process involves some key decisions about how who the customer is, how to contact the consumer them, and w hat the message should be.

82.(1) Most new spapers have a fairly formal approach to communicating with production. In fact, many production departments w on't accept verbal communication of any kind.

83.(2) many production departments w on't accept verbal communication of any kind. This not only helps reduce errors, but will protect you and them if a problem later arises and an advertiser wants a full or partial credit.

84.(1) Although many production departments know the time constraints an ad salesperson is under and will sometimes accept alternative w ays of requesting an ad, if you follow these simple guidelines, you'll rarely see an error appear in your advertiser's ads.

85.(1) Ad layout sheets usually printed in 8 1/2 by 11 inch pads as w ell as a larger size.

86.(3) PR is an essential and integrated component of public policy or service.

87.(3) PRE-REQUISITE FOR PR TRAINING Knowledge about the organisations. Communication skill (oral and w ritten) including language, presentat ion skills etc. Media Knowledge.

88.(4) On complet ion of the training programme the participant w ill:

" Be able to explain PR concept and its importance.

" Be able to explain the importance of organisational image.

" Be able to develop 'PR' programmes.

" Be able to maintain better media relations.

89.(2) Public opinion can also be def ined as the complex collection of opinions of many dif ferent people and the sum of all their views.

90.(2) Public opinion is the aggregate of individual attitudes or beliefs held by the adult population.

91.(3) Students are of ten asked to present an assignment or project w hich may be literary or factual text types.

92.(1) Job production is where one single item is mode at a t ime and is of ten produced to the customer's individual specif ication.

93.(4) Examples of goods made by the job production method are:

Craft goods

Luxary cards

Designer cloths

Double glazing

Stained glass w indows

Landscap gradening

94.(1) A syndicate is a self -organizing group of individuals, companies or ent ities formed to transact some specif ic business, or to promote a common interest.

95.(3) In the case of criminal activity, it is there to promote, and engage in, organized crime. The term syndicate is also associated w ith anarchist theory, specifically anarcho-syndicalism, in which it forms an alternative to both the nation state and capitalist corporations.

Read the following passage and answer questions from 96 to 100

The matter of adaptation of literary or theatrical works to the Cinema has been taken for granted by most early filmmakers including - not the least among them - Sergei Eisenstein. The Lessons With Eisenstein, as recorded by one of his students, Vladimir Nizhny, are, in fact, lessons in film adaptation … Reading Lessons with Eisenstein gives the impression that filmmaking is adaptation. We're not some of our most memorable film experiences derived from novels, plays, Broadway shows? So, what is the problem? The author is dead - or nearly so. Texts are open - or can be opened. Plagiarism is an empty concept.

Adaptation has been an issue in both classic and post-classic - that is, pre-mid-1960s and post-mid-1960s - film theory. But whereas classical theory dealt with

the transfer of a work from one set of codes to another set, recent film theory of adaptation offers but variations on the theme of authorship. For, to paraphrase Robin Wood, if you have a masterpiece, sooner or later the presence of the master will be felt. This is why film adaptation remains an important issue today in as much as auteurism endures.

One could, of course, allude here to the observation of McLuhan that any new medium absorbs the products of earlier media. That is what film did with regard to literary and theatrical works. And we can see the same phenomenon occurring today with television. This new comer, indeed, absorbs everything; journalism, education, religion, entertainment, sports, arts, business - all. But McLuhan has not done much more, in this respect, than to help us to take note of a rather obvious phenomenon. This phenomenon creates problems for the filmmaker. The latter shows that a screening of his or her film on the TV network has important implications regarding the very perception of the film - let alone necessary market implications. While making film, a filmmaker may have to keep in mind that his or her film may eventually be shown on TV and this may mean disaster to the complex sound track, to image composition where the values of colour and masses may be neutralized, and, above all, to framing. It is not a purists matter of the work being unaltered, faithfully reproduced. It is a matter of life or death: there are film segments that just won't go on the small screen.

Similarly, the adaptation of a literary or theatrical work to film can be a matter of life or death for the work concerned. As Andrey Tarkovsky has noticed:

Some works have a wholeness, and are endowed with a precise and original literary image, characters are drawn in unfathomable depths, the composition has an extraordinary capacity for enchantment, and the book is indivisible; through the pages comes the astonishing, unique personality of the author; books like that are master pieces, and only someone who is actually indifferent both to fine prose and to the Cinema can conceive the urge to screen them. It is all the more important to emphasize this point now, when the time has come for literature to be separated, once and for all, from cinema.

96.(1)

97.(4)

98.(2)

99.(3)

100.(4)