

National Testing Agency

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Communication Media And Society Key Theoretical Concepts

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Communication Media And Society Key Theoretical Concepts

Section Id : 41652926
Section Number : 1
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Mandatory or Optional: Mandatory
Number of Questions: 50
Number of Questions to be attempted: 50
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 41652927
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 4165292066 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Synecdoche allows

- a. a part to stand for a whole
- b. a whole to stand for a part
- c. both a and b
- d. neither a nor b

Question Number : 2 Question Id : 4165292067 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A dancer uses _____ to express his/her emotion.

- a. Encoding
- b. Body language
- c. Context
- d. Decoding

Question Number : 3 Question Id : 4165292068 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Effective communication occurs when

- a. Sender sends the message to the receiver
- b. Receiver understands the exact information or idea of the sender's message
- c. Receiver receives the message via the channel
- d. Sender decodes the message

Question Number : 4 Question Id : 4165292069 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Communication is a

- a. Two way process
- b. One way process
- c. Subtle process
- d. Linear process

Question Number : 5 Question Id : 4165292070 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The power of communication to produce meanings is referred to as

- a. Semantics
- b. Generativity
- c. Vervet
- d. Dyadic

Question Number : 6 Question Id : 4165292071 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

An economic system in which transactions between private parties are free from intrusive government restrictions is called

- a. Laissez-faire
- b. Liberalism
- c. Anarcho-capitalism
- d. Wu-wei

Question Number : 7 Question Id : 4165292072 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Communication for policy-making and guidance for consistent information activity within an organization and between organizations is called

- a. Regular communication
- b. Strategic Communication
- c. Daily Communication
- d. Top-down Communication

Question Number : 8 Question Id : 4165292073 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

- "Idle Talk" is
- Normal talk
 - Leisure talk
 - Foolish talk
 - Responsible talk

Question Number : 9 Question Id : 4165292074 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

An area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action is called

- Mass Media
- Public Sphere
- Public Agenda
- Political Sphere

Question Number : 10 Question Id : 4165292075 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which communication scholar said this "the sudden extensions of the channels of communication are the primary cause of the disturbances in human culture because in both the private and the public sphere, we all are touched by the mode of communication and media technology"?

- Marshall McLuhan
- Harold Innis
- George Gerbner
- Melvin DeFleur

Question Number : 11 Question Id : 4165292076 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

According to McLuhan, the globe has been contracted into a village by electric technology and by the instantaneous movement of information from every quarter to every point. This phenomena is known as

- Global economy
- Global village
- Global world
- Global Sphere

Question Number : 12 Question Id : 4165292077 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

According to McLuhan, the creation of the detached observer, leading to non-involvement is known as

- The Vanishing Point
- Diminishing the Distance
- Self-Effacement
- Public Sphere

Question Number : 13 Question Id : 4165292078 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The book "Reason and Revolution" was written by

- Max Horkheimer
- Herbert Marcuse
- Theodore Adorno
- Stuart Hall

Question Number : 14 Question Id : 4165292079 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

A philosophical system recognizing only that which can be scientifically verified or which is capable of logical or mathematical proof is known as

- a. Positivism
- b. Post behaviouralism
- c. Postpositivism
- d. Scientism

Question Number : 15 Question Id : 4165292080 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following collaborated with German playwright, Bertolt Brecht?

- a. Theodor Adorno
- b. Herbert Marcuse
- c. Walter Benjamin
- d. Erich Fromm

Question Number : 16 Question Id : 4165292081 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The term "Repressive Desublimation" was used by

- a. Herbert Marcuse
- b. Walter Benjamin
- c. Erich Fromm
- d. Jurgen Habermas

Question Number : 17 Question Id : 4165292082 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The essay "Ideology and Ideological State Apparatus" was written by

- a. Karl Marx
- b. Louis Althusser
- c. Herbert Marcuse
- d. Max Horkheimer

Question Number : 18 Question Id : 4165292083 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

According to Althusser, which among the following is Repressive State Apparatus?

- a. The Church
- b. The School
- c. The Police
- d. The family

Question Number : 19 Question Id : 4165292084 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following believed that "the unconscious mind is a reservoir of feelings, thoughts, urges, and memories that are outside of our conscious awareness".

- a. Sigmund Freud
- b. Charles Peirce
- c. Ferdinand de Saussure
- d. Louis Althusser

Question Number : 20 Question Id : 4165292085 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The film Stagecoach was directed by _____

- a. Orson Welles
- b. Douglas Sirk
- c. John Ford
- d. Carl Dreyer

Question Number : 21 Question Id : 4165292086 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The Diffusion of Innovation Theory was propounded by

- a. George Gerbner
- b. Everett M. Rogers
- c. Westley McLean
- d. Wilbur Schramm

Question Number : 22 Question Id : 4165292087 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

One of the elements in the diffusion process is

- a. Innovation
- b. Capitalism
- c. Socialism
- d. Liberalism

Question Number : 23 Question Id : 4165292088 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The book Media Sociology was written by

- a. Todd Gitlin
- b. Sean McBride
- c. Stuart Hall
- d. Raymond Williams

Question Number : 24 Question Id : 4165292089 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

During World War II, the Eastern Block was led by

- a. USA
- b. UK
- c. France
- d. Soviet Union

Question Number : 25 Question Id : 4165292090 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The post-World War II era is known as the

- a. Calm zone period
- b. Cold War period
- c. Gulf war period
- d. None of the above

Question Number : 26 Question Id : 4165292091 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The full form of GNP is

- a. Gross Numerical Product
- b. Great National Product
- c. Gross National Product
- d. Gross National Production

Question Number : 27 Question Id : 4165292092 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The blind faith on Western institutions is enhanced by which two aspects?

- a. Technology and Free Market Approach
- b. Socialism and regulated markets
- c. Technology and regulated markets
- d. Socialism and Free Market Approach

Question Number : 28 Question Id : 4165292093 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

According to the ideology of Technological Imperialists,

- a. Modern man rejects technology for the benefit of nature
- b. Modern Man looks for other alternatives of technology
- c. Modern man can subjugate nature through the creation of technology
- d. Nature is used for the creation of technology

Question Number : 29 Question Id : 4165292094 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The Functionalist theory was developed by

- a. Stuart Hall and Raymond Williams
- b. Sandra Ball-Rokeach and Melvin DeFleur
- c. Wilbur Schramm and George Gerbner
- d. Bronislaw Malinowski and A.R. Radcliffe-Browne

Question Number : 30 Question Id : 4165292095 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

According to functionalist theory, which among the following is one of the instrumental needs that can only delivered by institutional devices

- a. Education
- b. Culture
- c. Nature
- d. Hierarchy

Question Number : 31 Question Id : 4165292096 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The notion of the whole society being structured as base and superstructure is known as

- a. Economism
- b. Reductionism
- c. Eliminationism
- d. Emergentism

Question Number : 32 Question Id : 4165292097 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

"Communist Manifesto" was written by

- a. Louis Althusser and Max Horkheimer
- b. Max Weber and John Locke
- c. Karl Marx and Friedrich Engels
- d. Immanuel Kant and David Hume

Question Number : 33 Question Id : 4165292098 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The film "Modern Times" was directed by

- a. John Ford
- b. Orson Welles
- c. Charlie Chaplin
- d. Elia Kazan

Question Number : 34 Question Id : 4165292099 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The film, "Meghe Dhaka Tara" was directed by

- a. Satyajit Ray
- b. Ritwik Ghatak
- c. Mrinal Sen
- d. Hrishikesh Mukherjee

Question Number : 35 Question Id : 4165292100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The process of creating a word that phonetically imitates, resembles, or suggests the sound that it describes is called

- a. Onomatopoeia
- b. Proxemics
- c. Kinesics
- d. Chronemics

Question Number : 36 Question Id : 4165292101 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which of the following is an ancient collection of animal fables in Sanskrit?

- a. Arthashastra
- b. Natyashastra
- c. Panchatantra
- d. Rigveda

Question Number : 37 Question Id : 4165292102 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Which among the following is a free web based encyclopedia?

- a. Encyclopedia Britannica
- b. Wikipedia
- c. Creative Commons
- d. Naturopedia

Question Number : 38 Question Id : 4165292103 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who introduced the word "cybernetics"?

- a. Norbert Wiener
- b. Susanne Ussing
- c. Chip Morningstar
- d. Bruce Sterling

Question Number : 39 Question Id : 4165292104 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The principles of new media was enumerated by

- a. Donna Haraway
- b. Lev Manovich
- c. Zizi Pappacharissi
- d. Jussi Parikka

Question Number : 40 Question Id : 4165292105 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following designed a device called the Analytical Engine?

- a. Charles Babbage
- b. Alan Turing
- c. J. M. Jacquard
- d. Ada Lovelace

Question Number : 41 Question Id : 4165292106 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who said "A lie, repeated a thousand times, becomes a truth."

- a. Adolf Hitler
- b. Joseph Goebbels
- c. Joseph Stalin
- d. Benito Mussolini

Question Number : 42 Question Id : 4165292107 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The theory of Cultural hegemony was propounded by

- a. Antonio Gramsci
- b. Jurgen Habermas
- c. Theodor Adorno
- d. Walter Benjamin

Question Number : 43 Question Id : 4165292108 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following theorists said "the information society is best represented through studying its morphology into a networked society"?

- a. Lev Manovich
- b. Manuel Castells
- c. Arjun Appadurai
- d. Marshall McLuhan

Question Number : 44 Question Id : 4165292109 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following has coined the term "Technological determinism"?

- a. Thorstein Veblen
- b. Noam Chomsky
- c. Manuel Castells
- d. Herbert Spencer

Question Number : 45 Question Id : 4165292110 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

ARPANET started in the year

- a. 1969
- b. 1967
- c. 1966
- d. 1965

Question Number : 46 Question Id : 4165292111 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who developed the first email program?

- a. Tim Berners Lee
- b. Ray Tomlinson
- c. Bill Gates
- d. Linux Torvalds

Question Number : 47 Question Id : 4165292112 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Who among the following applied the concept of semiotics to understand cinema?

- a. Christian Metz
- b. Andre Bazin
- c. François Truffaut
- d. Jean-Luc Godard

Question Number : 48 Question Id : 4165292113 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Cinematographers have got their ideas of chiaroscuro lighting from paintings of _____

- a. Picasso and Da Vinci
- b. Rembrandt and Van Gogh
- c. Michelangelo and Dali
- d. Vermeer and Raphael

Question Number : 49 Question Id : 4165292114 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The process of creation of a society where people lack any meaningful or morally coherent relationships with each other is known as

- a. Atomization
- b. Consumerism
- c. Imperialism
- d. Commercialization

Question Number : 50 Question Id : 4165292115 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

The culture produced by the industrial techniques of mass production, and marketed for profit to a mass public of consumers is called

- a. High art
- b. Popular culture
- c. Parallel culture
- d. Manipulative culture