

National Testing Agency

Question Paper Name: Communication Media and Society Models and Processes
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Communication Media and Society Models and Processes

Group Number : 1
Group Id : 4165298
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

Communication Media and Society Models and Processes

Section Id : 4165298
Section Number : 1
Section type : Online
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: 4165298
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 416529571 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 Four Theories of the Press was published in

- a. 1966
- b. 1986
- c. 1956
- d. 1930

Question Number : 2 Question Id : 416529572 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Habermas belongs to

- a. Berlin School
- b. Birmingham School
- c. Frankfurt School
- d. Soviet School

Question Number : 3 Question Id : 416529573 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Agenda Setting can be connected to

- a. Cultivation Theory
- b. Spiral of Silence Theory
- c. Hypodermic Needle Theory
- d. None of the Above

Question Number : 4 Question Id : 416529574 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Opinion Leaders _____ the news to the opinion followers

- a. Read Out
- b. Interpret
- c. Explain
- d. Pass On

Question Number : 5 Question Id : 416529575 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 theory of newsreading did Stephenson defend?

- a. Agenda Setting Theory
- b. Ludenic Theory
- c. Gatekeeping Theory

Question Number : 6 Question Id : 416529576 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Perceptions are, by their very nature _____

- a. Selective
- b. Regular
- c. Moderate

Question Number : 7 Question Id : 416529577 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 radio broadcast by Orson Welles, radically altered the way many scholars looked at mass media?

- a. The Phantom of the Opera
- b. Amadeus
- c. War of the Worlds

Question Number : 8 Question Id : 416529578 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 Spiral of Silence was conceptualised in the year

- a. 1962
- b. 1960
- c. 1974
- d. 1955

Question Number : 9 Question Id : 416529579 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 primary motive for colonial exploits by the European powers was/were

- a. New markets
- b. New resources
- c. New labour force
- d. All of the Above

Question Number : 10 Question Id : 416529580 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 European leader caused mass genocide in Congo in the hey days of colonial atrocities?

- a. Hitler
- b. Thatcher
- c. Leopold
- d. Mussolini

Question Number : 11 Question Id : 416529581 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

White Man's Burden is written by

- a. Rudyard Kipling
- b. Daniel Defoe
- c. Walt Whitman
- d. Dada Saheb Phalke

Question Number : 12 Question Id : 416529582 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 two parts of a Sign are

- a. connotation and denotation
- b. Content and text
- c. Signifier and Signified

Question Number : 13 Question Id : 416529583 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Stuart Hall's approach towards the topic of mass communication is a/an

- a. Marxist Approach
- b. Sentimental Approach
- c. Interdisciplinary Approach

Question Number : 14 Question Id : 416529584 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Aristotle's book deals with his ideas on

- a. non-verbal communication
- b. persuasive communication
- c. intrapersonal communication

**Question Number : 15 Question Id : 416529585 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

Audience Research is conducted by which of the following?

- a. AC Nielson
- b. IRS
- c. BARB
- d. All of the Above

**Question Number : 16 Question Id : 416529586 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

Shannon and Weaver's model is also known as

- a. The SMCR Model of Communication
- b. The Mathematical theory of Communication
- c. The General Purpose model of Communication

**Question Number : 17 Question Id : 416529587 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

Feedback is the sender's way of determining the _____ of his message.

- a. Effectiveness
- b. Length
- c. Content
- d. All of the Above

**Question Number : 18 Question Id : 416529588 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

CBFC is a government body that acts as a _____ .

- a. Gate Keeper
- b. Licensor
- c. Protector
- d. All of the Above

**Question Number : 19 Question Id : 416529589 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

How many components are there in the Perceptual Dimension?

- a. 4
- b. 3
- c. 1
- d. none

**Question Number : 20 Question Id : 416529590 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical**

Correct Marks : 2 Wrong Marks : 0

Journalists are _____ of communication.

- a. Facilitators
- b. Controllers
- c. Vendors
- d. None of the Above

**Question Number : 21 Question Id : 416529591 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 first phase of mass communication is characterised by the emergence of

- a. printing press
- b. telecommunications
- c. writing
- d. entertainment industry

Question Number : 22 Question Id : 416529592 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 human mind can convert information into _____ .

- a. Desire
- b. Knowledge
- c. Reasons

Question Number : 23 Question Id : 416529593 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Kinesics refers to

- a. the study of space in communication
- b. the study of touch in communication
- c. the study of body language in communication

Question Number : 24 Question Id : 416529594 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Cognitive needs of the people refer to

- a. escape and diversion
- b. credibility, stability, status
- c. acquiring information, knowledge and understanding

Question Number : 25 Question Id : 416529595 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Pandian's Image Trap is a study on

- a. Early cinema in India
- b. Mythological film genre and its construct in India
- c. The construct of the figure of MGR
- d. the interrelation between cinematic image and narrative

Question Number : 26 Question Id : 416529596 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

'Four social formations' was established by

- a. Adorno
- b. Habermas
- c. Horkheimer
- d. Marx

Question Number : 27 Question Id : 416529597 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Authoritarian Theory is a part of

- a. Normative Theory
- b. Agenda Setting Theory
- c. Play Theory
- d. None of the Above

Question Number : 28 Question Id : 416529598 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 Life World was coined by

- a. Habermas
- b. Marx
- c. Aristotle
- d. Garbner

Question Number : 29 Question Id : 416529599 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Magic Bullet Theory is also known as

- a. Single Bullet Theory
- b. One Bullet Theory
- c. One Direction Bullet Theory
- d. None of the Above

Question Number : 30 Question Id : 416529600 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Play Theory was introduced by

- a. Shannon
- b. Hall
- c. Stephenson
- d. Neil

Question Number : 31 Question Id : 416529601 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Habermas is a _____ theorist

- a. Functionalist
- b. Authoritarian
- c. Marxist
- d. Fascist

Question Number : 32 Question Id : 416529602 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Pamphlet is a(n) _____ propaganda in nature.

- a. Political
- b. Aesthetic
- c. Marxist
- d. None of the Above

Question Number : 33 Question Id : 416529603 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Cultivation theory is related to

- a. Print
- b. Cinema
- c. Internet
- d. Television

Question Number : 34 Question Id : 416529604 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Colonialism came with the discovery of

- a. Fire
- b. Camera
- c. Sea Routes
- d. All of the Above

Question Number : 35 Question Id : 416529605 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 continent that started to venture into colonial exploits is

- a. Africa
- b. Asia
- c. South America
- d. None of the Above

Question Number : 36 Question Id : 416529606 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 continent that was not colonized by any colonizer is

- a. Africa
- b. Asia
- c. South America
- d. Europe

Question Number : 37 Question Id : 416529607 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Spiral of Silence Theory was postulated by

- a. Elisabeth Noelle-Neumann
- b. Stuart Hall
- c. Adorno
- d. None of the Above

Question Number : 38 Question Id : 416529608 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

'Encoding-Decoding' was introduced by

- a. Elisabeth Noelle-Neumann
- b. Stuart Hall
- c. Adorno
- d. None of the Above

Question Number : 39 Question Id : 416529609 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Spiral of Silence is related to an individual's

- a. fear of isolation
- b. fear of economy
- c. fear of social status
- d. None of the Above

Question Number : 40 Question Id : 416529610 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Gerbner's model is an extension of

- a. Shannon Weaver's Model
- b. Lasswell's model
- c. Spiral of Silence
- d. None of the Above

Question Number : 41 Question Id : 416529611 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Lasswell's model of communication is also known as

- a. action model
- b. linear model
- c. one way model
- d. All of the Above

Question Number : 42 Question Id : 416529612 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

_____ has been called the mother of all models

- a. Lasswell's Model
- b. Shannon and Weaver's Model
- c. Gerbner's Model
- d. None of the Above

Question Number : 43 Question Id : 416529613 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Frankfurt School is a _____ school of thought

- a. Authoritarian
- b. Capitalist
- c. Marxist
- d. None of the Above

Question Number : 44 Question Id : 416529614 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Aristotle's model of communication is divided into _____ stages.

- a. three
- b. five
- c. four
- d. six

Question Number : 45 Question Id : 416529615 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Media and communication for decades have been used by

- a. political powers
- b. religious powers
- c. social groups and institutions
- d. All of the Above

Question Number : 46 Question Id : 416529616 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Political hegemony can be achieved through the use of

- a. print
- b. television
- c. cinema
- d. All of the Above

Question Number : 47 Question Id : 416529617 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

----- was the first mode of communication for humans

- a. cave painting
- b. seals
- c. print
- d. television

Question Number : 48 Question Id : 416529618 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

Colonial era saw a major transition from

- a. ancient to feudal structure
- b. tribal to urban structure
- c. religious to secular structure
- d. feudal to a mixture of feudal and capitalist structure

Question Number : 49 Question Id : 416529619 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

When things viewed on TV are congruent with the everyday realities of the viewers, the effect is referred to as

- a. Redundancy
- b. Resonance
- c. Re-iteration

Question Number : 50 Question Id : 416529620 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 2 Wrong Marks : 0

In new media texts

- a. Idea of reader is implied in a media text depending on the genre it belongs to.
- b. The idea of producer of media texts and 'user' of them often get intertwined
- c. "Expectations" from media texts are determined by its generic features, aesthetic constructs and stylizations.
- d. What the reader "expects" and "receives" from a text changes with change in his/her temporal and spatial dimension.