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Media Information and Empowerment

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Media Information and Empowerment-1

Section Id :	512452902
Section Number :	1
Section type :	Online
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Number of Questions :	100

Number of Questions to be attempted :	100
Section Marks :	100
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	5124521062
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 51245218885 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

New Media is expected to

1. Distort public opinion
2. Articulate public opinion
3. Do not influence the public opinion-making process
4. Opinion neutral media platform

Options :

- 51245262129. 1
- 51245262130. 2
- 51245262131. 3
- 51245262132. 4

Question Number : 2 Question Id : 51245218886 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

By a homogenous society it is meant a society whose members

1. Share similar values, language, religious framework and ethnicity
2. Do not share similar values, language, religious framework and ethnicity
3. Adhere to the same values and languages
4. Disagree with each other

Options :

- 51245262133. 1

51245262134. 2

51245262135. 3

51245262136. 4

Question Number : 3 Question Id : 51245218887 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the full form of UGC?

1. User Generated Communication
2. User Generated Copy
3. User Generated Creation
4. User-Generated Content

Options :

51245262137. 1

51245262138. 2

51245262139. 3

51245262140. 4

Question Number : 4 Question Id : 51245218888 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who is the propounder of the Spiral of Silence Theory?

1. Noelle Neumann
2. Marshall McLuhan
3. Paolo Mancini
4. Fred S. Siebert

Options :

51245262141. 1

51245262142. 2

51245262143. 3

51245262144. 4

Question Number : 5 Question Id : 51245218889 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which function of the media truly reflects a democratic society?

1. Entertainment function
2. Persuasion function
3. Information function
4. Watchdog function

Options :

- 51245262145. 1
- 51245262146. 2
- 51245262147. 3
- 51245262148. 4

Question Number : 6 Question Id : 51245218890 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is considered to be the most interactive form of the internet?

1. ARPANET
2. Web 1.0
3. Web 2.0
4. Social media networks

Options :

- 51245262149. 1
- 51245262150. 2
- 51245262151. 3
- 51245262152. 4

Question Number : 7 Question Id : 51245218891 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who introduced the term " Public Opinion" for the first time?

1. Paul Lazarsfeld
2. Walter Lippman
3. Alvin Toffler
4. John Fiske

Options :

- 51245262153. 1
- 51245262154. 2
- 51245262155. 3
- 51245262156. 4

Question Number : 8 Question Id : 51245218892 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following words fit the description "a set of spectators for a public event, readers of printed books, viewers of motion pictures visiting cinema-hall, television viewers, internet users or members on social networking sites"?

1. Group
2. Crowd
3. Mass
4. Audience

Options :

- 51245262157. 1
- 51245262158. 2
- 51245262159. 3
- 51245262160. 4

Question Number : 9 Question Id : 51245218893 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Whose work is considered as the starting point for Reception Analysis?

1. David Morley
2. Paul Lazarsfeld
3. Stuart Hall
4. Max Weber

Options :

- 51245262161. 1
- 51245262162. 2
- 51245262163. 3
- 51245262164. 4

Question Number : 10 Question Id : 51245218894 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of these is not a tradition in the conception of audiences?

1. Structural
2. Behavioural
3. Social
4. Cultural

Options :

- 51245262165. 1
- 51245262166. 2
- 51245262167. 3
- 51245262168. 4

Question Number : 11 Question Id : 51245218895 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the principal necessity of Media Literacy?

1. To make meaning of media malaise
2. To make meaning of social injustice in the context of the media
3. To make meaning of media messages
4. To make meaning of media democracy

Options :

- 51245262169. 1
- 51245262170. 2
- 51245262171. 3
- 51245262172. 4

Question Number : 12 Question Id : 51245218896 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Most of the media messages are organised to

1. Convey social message
2. Gain power
3. Reject power
4. Construct text

Options :

- 51245262173. 1
- 51245262174. 2
- 51245262175. 3
- 51245262176. 4

Question Number : 13 Question Id : 51245218897 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The process of analysing the messages in their context and presentation is called

1. Deconstruction
2. Encoding
3. Reconstruction
4. Decoding

Options :

- 51245262177. 1
- 51245262178. 2
- 51245262179. 3
- 51245262180. 4

Question Number : 14 Question Id : 51245218898 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a function of media literacy?

1. Critical analysis of media and media messages
2. Creation of the wise media consumer
3. Knowledge of media production networks
4. Thorough understanding of media messages

Options :

- 51245262181. 1
- 51245262182. 2
- 51245262183. 3
- 51245262184. 4

Question Number : 15 Question Id : 51245218899 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not an element of the Media Triangle?

1. Analysing message construction
2. Analysing production
3. Analysing media manipulation
4. Analysing audience

Options :

51245262185. 1

51245262186. 2

51245262187. 3

51245262188. 4

Question Number : 16 Question Id : 51245218900 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one is true in the context of media policies in India?

1. Media policies should encourage media monopoly
2. Media should serve the deprived and disadvantaged sections
3. Media policies should encourage cultural hegemony
4. Media should serve the corporates and sponsors

Options :

51245262189. 1

51245262190. 2

51245262191. 3

51245262192. 4

Question Number : 17 Question Id : 51245218901 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Article 19 (1) (a) of the Constitution of India guarantees

1. Civil Rights
2. Freedom of Movement
3. Freedom to practise any profession
4. Freedom of Speech and Expression

Options :

- 51245262193. 1
- 51245262194. 2
- 51245262195. 3
- 51245262196. 4

Question Number : 18 Question Id : 51245218902 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Federal Communication Commission is a regulatory body of

1. Germany
2. France
3. United States of America
4. International Telecom Union

Options :

- 51245262197. 1
- 51245262198. 2
- 51245262199. 3
- 51245262200. 4

Question Number : 19 Question Id : 51245218903 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Media policies should not encourage

1. Universal access
2. Promotion of human rights
3. Financial and political vested interests
4. Development of all languages in the country

Options :

- 51245262201. 1
- 51245262202. 2
- 51245262203. 3
- 51245262204. 4

Question Number : 20 Question Id : 51245218904 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following does not attribute to one of the four functions of media to be the most important and relevant in the Indian context?

1. Reasonable free channels of expression
2. Easy access to information
3. Credibility of information
4. Entertainment of the working class

Options :

- 51245262205. 1
- 51245262206. 2
- 51245262207. 3
- 51245262208. 4

Question Number : 21 Question Id : 51245218905 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who is the writer of the book "The Passing of the Traditional Society and Modernising the Middle East"?

1. Wilbur Schramm
2. Walt Whitman Rostow
3. Daniel Lerner
4. Marshall McLuhan

Options :

- 51245262209. 1
- 51245262210. 2
- 51245262211. 3
- 51245262212. 4

Question Number : 22 Question Id : 51245218906 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many transitional stages are there in Rostow's model?

1. Four
2. Five
3. Six
4. Seven

Options :

- 51245262213. 1
- 51245262214. 2
- 51245262215. 3
- 51245262216. 4

Question Number : 23 Question Id : 51245218907 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When was the Academy Award-winning documentary on climate change, *An Inconvenient Truth*, released?

1. 2010
2. 2001
3. 1982
4. 2006

Options :

- 51245262217. 1
- 51245262218. 2
- 51245262219. 3
- 51245262220. 4

Question Number : 24 Question Id : 51245218908 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the correct order of Diffusion of Innovations theory by Everett M Rogers?

1. Awareness-Evaluation-Adoption-Interest-Trial
2. Interest-Adoption-Trial-Awareness-Evaluation
3. Trial-Evaluation-Awareness-Interest-Adoption
4. Awareness-Interest-Evaluation-Trial-Adoption

Options :

- 51245262221. 1
- 51245262222. 2
- 51245262223. 3
- 51245262224. 4

Question Number : 25 Question Id : 51245218909 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which theory asserted itself as the critique of the dominant paradigm of development?

1. Modernisation Theory
2. Dependency Theory
3. Cultivation Theory
4. Structuralist Theory

Options :

- 51245262225. 1
- 51245262226. 2
- 51245262227. 3
- 51245262228. 4

Question Number : 26 Question Id : 51245218910 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which alternative approach of development places people at the core of development processes?

1. Rights Based Approach
2. Multiplicity Approach
3. Basic Needs Approach
4. Participatory Approach

Options :

- 51245262229. 1
- 51245262230. 2
- 51245262231. 3
- 51245262232. 4

Question Number : 27 Question Id : 51245218911 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the three measures/indicators of PQLI (Physical Quality of Life Index)?

1. Employment
2. Life expectancy
3. Infant mortality
4. Literacy

Options :

- 51245262233. 1
- 51245262234. 2
- 51245262235. 3
- 51245262236. 4

Question Number : 28 Question Id : 51245218912 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is considered as a measurement of the economic indicator of a country?

1. PQLI
2. HDI
3. GDP
4. MPI

Options :

- 51245262237. 1
- 51245262238. 2
- 51245262239. 3
- 51245262240. 4

Question Number : 29 Question Id : 51245218913 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which type of communication deals with the empowerment process?

1. Corporate Communication
2. Internal Communication
3. Grapevine Communication
4. Development Communication

Options :

- 51245262241. 1
- 51245262242. 2
- 51245262243. 3
- 51245262244. 4

Question Number : 30 Question Id : 51245218914 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which amendments of the Indian Constitution provide a participatory framework by giving powers to panchayats and urban local bodies for establishing a true form of participatory democracy in India?

1. 24th and 25th Amendments
2. 73rd and 74th Amendments
3. 41st and 42nd Amendments
4. 99th and 100th Amendments

Options :

- 51245262245. 1
- 51245262246. 2
- 51245262247. 3
- 51245262248. 4

Question Number : 31 Question Id : 51245218915 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following media serves the need and interests of a community by enabling people's participation and their greater access and control of the media and communications?

1. Mainstream media
2. Mass media
3. Outdoor media
4. Alternative Media

Options :

- 51245262249. 1
- 51245262250. 2
- 51245262251. 3
- 51245262252. 4

Question Number : 32 Question Id : 51245218916 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a feature of Development Communication?

1. Participation is fundamental to processes of development communication which enables multiplicity of voices
2. Development communication encourages advocacy to build networks and collectives to influence policy formulations
3. Development Communication utilizes mass media only for information dissemination
4. Dialogic, horizontal and two-way processes are central to development and empowerment practices

Options :

- 51245262253. 1
- 51245262254. 2
- 51245262255. 3
- 51245262256. 4

Question Number : 33 Question Id : 51245218917 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Health is mentioned in Sustainable Development Goal

1. Goal 1
2. Goal 2
3. Goal 3
4. Goal 4

Options :

- 51245262257. 1
- 51245262258. 2
- 51245262259. 3
- 51245262260. 4

Question Number : 34 Question Id : 51245218918 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which television programme promoted health education?

1. Hum Log
2. Dehleez
3. Rudram
4. Kalyani

Options :

- 51245262261. 1
- 51245262262. 2
- 51245262263. 3
- 51245262264. 4

Question Number : 35 Question Id : 51245218919 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not considered a factor in influencing health, wellbeing and quality of life of people, according to the World Health Organisation (WHO)?

1. Physiological
2. Psychological
3. Biological
4. Social

Options :

- 51245262265. 1
- 51245262266. 2
- 51245262267. 3
- 51245262268. 4

Question Number : 36 Question Id : 51245218920 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the three concerns with regard to the use of interactive health communication applications?

1. Digital divide
2. Privacy and confidentiality of personal health information
3. Quality of information
4. Abundance of health information

Options :

- 51245262269. 1
- 51245262270. 2
- 51245262271. 3
- 51245262272. 4

Question Number : 37 Question Id : 51245218921 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Out of the following, which strategy of health communication combines mass media and interpersonal communication encouraging two-way and horizontal health education programmes?

1. Enter-Educate Communication
2. Media Advocacy
3. Health Prevention, Promotion and Education
4. Social and Behaviour Change Communication Practices

Options :

- 51245262273. 1
- 51245262274. 2
- 51245262275. 3
- 51245262276. 4

Question Number : 38 Question Id : 51245218922 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following media channels are ideal for communicating health to rural communities?

1. Television
2. Print Media
3. Radio
4. Digital Media

Options :

- 51245262277. 1
- 51245262278. 2
- 51245262279. 3
- 51245262280. 4

Question Number : 39 Question Id : 51245218923 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Human Development Index (HDI) dimensions are

1. Life expectancy Index, Education Index, Income Index
2. Education Index, Income Index
3. Life expectancy Index, Mortality Index, Education Index, Income Index
4. Life expectancy Index, Education Index, Population Index

Options :

- 51245262281. 1
- 51245262282. 2
- 51245262283. 3
- 51245262284. 4

Question Number : 40 Question Id : 51245218924 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What are the three broad transferals with regard to the evolution of educational technology as identified by Lewis Elton?

1. Interpersonal communication, blended learning, classroom learning
2. Chalk-board pedagogy, teaching-learning process, digital media
3. Web 2.0 technologies, self-study, top-down education
4. Mass communication, individualised learning, group learning

Options :

- 51245262285. 1
- 51245262286. 2
- 51245262287. 3
- 51245262288. 4

Question Number : 41 Question Id : 51245218925 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Who is the founder of Self Employed Women's Association (SEWA)?

1. Vandana Shiva
2. Medha Patkar
3. Ela Bhatt
4. Kiran Bedi

Options :

51245262289. 1
51245262290. 2
51245262291. 3
51245262292. 4

Question Number : 42 Question Id : 51245218926 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of these describes gender representations in Indian media?

1. Stereotyping
2. Empowering
3. Socializing
4. Commercializing

Options :

51245262293. 1
51245262294. 2
51245262295. 3
51245262296. 4

Question Number : 43 Question Id : 51245218927 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Women are _____ in the media

1. Over-represented
2. Equally represented
3. Under-represented
4. Not-represented

Options :

- 51245262297. 1
- 51245262298. 2
- 51245262299. 3
- 51245262300. 4

Question Number : 44 Question Id : 51245218928 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Women journalists are rarely to be found in the field of

1. Politics
2. Entertainment
3. Science and Technology
4. Sport

Options :

- 51245262301. 1
- 51245262302. 2
- 51245262303. 3
- 51245262304. 4

Question Number : 45 Question Id : 51245218929 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which section of the Indian Constitution acknowledges the third gender in India?

1. Section 354
2. Section 304B
3. Section 375
4. Section 377

Options :

- 51245262305. 1
- 51245262306. 2
- 51245262307. 3
- 51245262308. 4

Question Number : 46 Question Id : 51245218930 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following concepts highlight the role of media in representing gender and its influence on the way people perceive them in real life?

1. Socialisation
2. Stereotyping
3. Representation
4. Imitation

Options :

- 51245262309. 1
- 51245262310. 2
- 51245262311. 3
- 51245262312. 4

Question Number : 47 Question Id : 51245218931 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

With respect to climate change, which of the following is not one of the three historic disadvantages faced by women?

1. Finite employment opportunities
2. Limited access to resources
3. Restricted rights
4. Muted voice in shaping decisions

Options :

- 51245262313. 1
- 51245262314. 2
- 51245262315. 3
- 51245262316. 4

Question Number : 48 Question Id : 51245218932 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Alexander Flor Environmental communication has

1. Six essential parts
2. Five essential parts
3. Eight essential parts
4. Four essential parts

Options :

- 51245262317. 1
- 51245262318. 2
- 51245262319. 3
- 51245262320. 4

Question Number : 49 Question Id : 51245218933 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Environmental communication is constitutive because

1. It shapes people's perception of environmental issues
2. It solves environmental problems by educating people
3. It promotes sustainability
4. It uses scientific language

Options :

- 51245262321. 1
- 51245262322. 2
- 51245262323. 3
- 51245262324. 4

Question Number : 50 Question Id : 51245218934 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Mass Media plays a significant role as _____ towards the environment.

1. Stimulator
2. Optimist
3. Protagonist
4. Catalyst

Options :

- 51245262325. 1
- 51245262326. 2
- 51245262327. 3
- 51245262328. 4

Question Number : 51 Question Id : 51245218935 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Kyoto Protocol was set to achieve emission reduction target for

1. Hydrogen equivalents
2. Carbon dioxide equivalents
3. Oxygen equivalents
4. Nitrogen equivalents

Options :

- 51245262329. 1
- 51245262330. 2
- 51245262331. 3
- 51245262332. 4

Question Number : 52 Question Id : 51245218936 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a function of mass media towards the environment?

1. Agents of change
2. Facilitator of development
3. Emancipator of resource management
4. Messenger to policy makers

Options :

- 51245262333. 1
- 51245262334. 2
- 51245262335. 3
- 51245262336. 4

Question Number : 53 Question Id : 51245218937 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In cohesion with UN's Agenda for Development, which of the following is not a component of sustainable development?

1. Environmental protection
2. Research & development
3. Economic development
4. Social development

Options :

- 51245262337. 1
- 51245262338. 2
- 51245262339. 3
- 51245262340. 4

Question Number : 54 Question Id : 51245218938 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Universal Declaration of Human Rights was adopted in

1. 1945
2. 1946
3. 1947
4. 1948

Options :

- 51245262341. 1
- 51245262342. 2
- 51245262343. 3
- 51245262344. 4

Question Number : 55 Question Id : 51245218939 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which form of media better empower the public voice?

1. Community radio
2. Educational television
3. National newspaper
4. Magazine

Options :

- 51245262345. 1
- 51245262346. 2
- 51245262347. 3
- 51245262348. 4

Question Number : 56 Question Id : 51245218940 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Universal Declaration of Human Rights is applicable to

1. Citizens of UN Member Countries
2. Citizens of SAARC Countries
3. Each individual, regardless of gender, race, religion or cultural background
4. Every individual, except the powerless people

Options :

- 51245262349. 1
- 51245262350. 2
- 51245262351. 3
- 51245262352. 4

Question Number : 57 Question Id : 51245218941 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The concept of giving an angle to the news is called

1. Priming
2. Framing
3. Gatekeeping
4. Agenda setting

Options :

- 51245262353. 1
- 51245262354. 2
- 51245262355. 3
- 51245262356. 4

Question Number : 58 Question Id : 51245218942 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following terminologies is best described by "The rights that ask individuals or State to 'act' or 'pay duty' for the enjoyment or protection of enjoyment of human rights of all individuals"?

1. Directive Principles
2. Natural Rights
3. Duties of Man
4. Positive Rights

Options :

- 51245262357. 1
- 51245262358. 2
- 51245262359. 3
- 51245262360. 4

Question Number : 59 Question Id : 51245218943 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not one of the three dichotomies offered by Jan Servaes and Chris Verschooten with regard to the complexities of the social theories of rights on universal individualism?

1. Universality and Relativism
2. Rights and Duties
3. Individualism and Collectivism
4. Tradition and Modernity

Options :

- 51245262361. 1
- 51245262362. 2
- 51245262363. 3
- 51245262364. 4

Question Number : 60 Question Id : 51245218944 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the media form is an example of narrowcasting

1. Newspaper
2. Television
3. Social Media
4. Community Radio

Options :

- 51245262365. 1
- 51245262366. 2
- 51245262367. 3
- 51245262368. 4

Question Number : 61 Question Id : 51245218945 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Citizen Journalism is the practice of

1. Preparing stories that will help citizens vote in elections
2. Publishing advocacy by the citizens
3. Creating news content by the citizens
4. Mass media content for the individual citizens

Options :

51245262369. 1

51245262370. 2

51245262371. 3

51245262372. 4

Question Number : 62 Question Id : 51245218946 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The writers of the book " Manufacturing Consent" are

1. Heman and Chomsky
2. Katz and Lazarsfeld
3. Shannon and Weaver
4. Berlo and Lesikar

Options :

51245262373. 1

51245262374. 2

51245262375. 3

51245262376. 4

Question Number : 63 Question Id : 51245218947 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are the two critical concepts of alternative media, as identified by Berrigan.

1. Commitment and empowerment
2. Access and participation
3. Equality and freedom
4. Collectivism and engagement

Options :

- 51245262377. 1
- 51245262378. 2
- 51245262379. 3
- 51245262380. 4

Question Number : 64 Question Id : 51245218948 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a characteristic of alternative media identified by Lie and Servaes?

1. Carriers of non-dominant discourses and representation
2. Independent of state and market
3. Medium and large scale
4. Horizontally structured

Options :

- 51245262381. 1
- 51245262382. 2
- 51245262383. 3
- 51245262384. 4

Question Number : 65 Question Id : 51245218949 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In the era of globalisation, mass media is often considered as tool of

1. Commodity
2. Publicity
3. Propaganda
4. Watchdog

Options :

- 51245262385. 1
- 51245262386. 2
- 51245262387. 3
- 51245262388. 4

Question Number : 66 Question Id : 51245218950 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ARPANET stands for ?

1. Advanced Research Project Agency Network
2. Advanced Research Programmed Auto Network
3. Advanced Research Project for Authorised Network
4. Advanced Research Protocol of Agency network

Options :

- 51245262389. 1
- 51245262390. 2
- 51245262391. 3
- 51245262392. 4

Question Number : 67 Question Id : 51245218951 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The concept that media present messages, members of the audience interpret them selectively is rooted to which theory?

1. Magic Bullet Theory
2. Individual Difference theory
3. Social Category theory
4. Cultivation theory

Options :

- 51245262393. 1
- 51245262394. 2
- 51245262395. 3
- 51245262396. 4

Question Number : 68 Question Id : 51245218952 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Who does what with which media' is the question centered on which tradition of audience?

1. Behavioural
2. Cultural
3. Structural
4. Social

Options :

- 51245262397. 1
- 51245262398. 2
- 51245262399. 3
- 51245262400. 4

Question Number : 69 Question Id : 51245218953 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sender-Audience relationship cannot be explained as

1. Audience as target
2. Audience as participant
3. Audience as Spectator
4. Audience as passive

Options :

- 51245262401. 1
- 51245262402. 2
- 51245262403. 3
- 51245262404. 4

Question Number : 70 Question Id : 51245218954 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following statements is not included in the core concepts of media literacy?

1. Media messages are constructed
2. Media have embedded values and power
3. Media messages are organised to gain power
4. All people experience the media messages as same

Options :

- 51245262405. 1
- 51245262406. 2
- 51245262407. 3
- 51245262408. 4

Question Number : 71 Question Id : 51245218955 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Unregulated media policy, is a condition

1. Encourage a variety of channels for expression
2. Discourage concentration of control
3. Facilitate an extensive and fair exchange of ideas
4. Government interfere the business and control of ideas

Options :

- 51245262409. 1
- 51245262410. 2
- 51245262411. 3
- 51245262412. 4

Question Number : 72 Question Id : 51245218956 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Dominant Paradigm is a

1. Linear transmission model of effects
2. Non deterministic view of media technology
3. Support of rejection of values
4. Acceptance of local culture

Options :

- 51245262413. 1
- 51245262414. 2
- 51245262415. 3
- 51245262416. 4

Question Number : 73 Question Id : 51245218957 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Magic multiplier approach in development communication was defined by

1. Daniel Lerner
2. Wilbur Schramm
3. Everette M Rogers
4. Rosengran

Options :

- 51245262417. 1
- 51245262418. 2
- 51245262419. 3
- 51245262420. 4

Question Number : 74 Question Id : 51245218958 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is not a phase of the diffusion process propounded by Everette M Rogers?

1. Knowledge
2. Cogitation
3. Trial
4. Awareness

Options :

- 51245262421. 1
- 51245262422. 2
- 51245262423. 3
- 51245262424. 4

Question Number : 75 Question Id : 51245218959 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The first attempt to find out how mass communication can bring social change in India was made in context through

1. SITE
2. Kheda
3. Gyandarshan channel
4. Internet through VSNL

Options :

- 51245262425. 1
- 51245262426. 2
- 51245262427. 3
- 51245262428. 4

Question Number : 76 Question Id : 51245218960 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A stereotype can be defined as

1. A cultural construct that is accepted in certain areas
2. An archetype that can be applied on a global scale
3. A portrayal of people that is specific to a particular culture
4. A universal understanding of a person

Options :

- 51245262429. 1
- 51245262430. 2
- 51245262431. 3
- 51245262432. 4

Question Number : 77 Question Id : 51245218961 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Articles 13-20 of Universal Declaration of Human Rights deal with

1. Positive Rights provided by the State
2. Personal liberty based rights
3. Birth right
4. Political right

Options :

- 51245262433. 1
- 51245262434. 2
- 51245262435. 3
- 51245262436. 4

Question Number : 78 Question Id : 51245218962 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Main characteristic of alternative media is

1. Small scale and oriented towards specific communities
2. Independent of state and market
3. Horizontally structured
4. All the above

Options :

- 51245262437. 1
- 51245262438. 2
- 51245262439. 3
- 51245262440. 4

Question Number : 79 Question Id : 51245218963 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who among the following is not the proponent of Individual right theories?

1. Thomas Hobbes
2. John Locke
3. John Stuart Mill
4. Herbert Spencer

Options :

- 51245262441. 1
- 51245262442. 2
- 51245262443. 3
- 51245262444. 4

Question Number : 80 Question Id : 51245218964 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following is the largest human rights organisation?

1. Amnesty International
2. International federation of human rights
3. Human Rights Watch
4. International Human Rights Organisation

Options :

- 51245262445. 1
- 51245262446. 2
- 51245262447. 3
- 51245262448. 4

Question Number : 81 Question Id : 51245218965 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which among the following publications is related to environmental issues?

1. Frontline
2. Economic and Political Weekly
3. Down to Earth
4. Pratiyogta Darpan

Options :

- 51245262449. 1
- 51245262450. 2
- 51245262451. 3
- 51245262452. 4

Question Number : 82 Question Id : 51245218966 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The United Nations Framework Convention on Climate Change (UNFCCC) is formed on the year

1. 1990
2. 1992
3. 1994
4. 1996

Options :

- 51245262453. 1
- 51245262454. 2
- 51245262455. 3
- 51245262456. 4

Question Number : 83 Question Id : 51245218967 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

SDG 15 deals with

1. Climate action
2. Achieving affordable and clean energy
3. Life below water
4. Life on land

Options :

- 51245262457. 1
- 51245262458. 2
- 51245262459. 3
- 51245262460. 4

Question Number : 84 Question Id : 51245218968 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The GMMP is a longitudinal research and advocacy initiative on gender in the world news

1. To monitor change in selected indicators of gender in news media content
2. The level of participation and influence of men in the media
3. Social equality in global media
4. Portrayal of gender in entertainment content

Options :

- 51245262461. 1
- 51245262462. 2
- 51245262463. 3
- 51245262464. 4

Question Number : 85 Question Id : 51245218969 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The purpose of Health communication practice is to

1. Disease control and management
2. Easy accessibility of health facilities
3. The effective dissemination of health information
4. Remove poverty and provide strategic nutrition

Options :

- 51245262465. 1
- 51245262466. 2
- 51245262467. 3
- 51245262468. 4

Question Number : 86 Question Id : 51245218970 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who among the following is not a researcher in the field of development communication?

1. F Rozario Braid
2. Everette M Rogers
3. Nora Quebral
4. Keith Davis

Options :

- 51245262469. 1
- 51245262470. 2
- 51245262471. 3
- 51245262472. 4

Question Number : 87 Question Id : 51245218971 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Thamasha is the art form from which state?

1. West Bengal
2. Maharashtra
3. Andhra Pradesh
4. Gujarat

Options :

- 51245262473. 1
- 51245262474. 2
- 51245262475. 3
- 51245262476. 4

Question Number : 88 Question Id : 51245218972 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who postulated 'Multiplicity' or 'Another development' paradigm?

1. Jan Servaes
2. Gunder Frank
3. Fernando H. Cardoso
4. Raul Prebisch

Options :

- 51245262477. 1
- 51245262478. 2
- 51245262479. 3
- 51245262480. 4

Question Number : 89 Question Id : 51245218973 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

To raise awareness about the health risks about smoking, which strategy would be best suited?

1. Health Promotion
2. Media Advocacy
3. Enter-Educate Communication
4. Health Prevention

Options :

- 51245262481. 1
- 51245262482. 2
- 51245262483. 3
- 51245262484. 4

Question Number : 90 Question Id : 51245218974 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which are the two primary roles of Development Communication?

1. Communicating role and developing role
2. Politicising role and innovatory role
3. Transforming role and socialising role
4. Participatory role and Democratising role

Options :

- 51245262485. 1
- 51245262486. 2
- 51245262487. 3
- 51245262488. 4

Question Number : 91 Question Id : 51245218975 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

"Jatra" is a popular folk theatre in

1. Assam
2. Gujarat
3. Andhra Pradesh
4. West Bengal

Options :

51245262489. 1
51245262490. 2
51245262491. 3
51245262492. 4

Question Number : 92 Question Id : 51245218976 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Media policies should not encourage

1. Universal access
2. Financial and political vested interests
3. Promotion of human rights
4. Development of all languages in the country

Options :

51245262493. 1
51245262494. 2
51245262495. 3
51245262496. 4

Question Number : 93 Question Id : 51245218977 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who is the writer of the book "The Third wave"?

1. Noelle Neumann
2. Alvin Toffler
3. Elizabeth M Perse
4. David McLean

Options :

51245262497. 1
51245262498. 2
51245262499. 3
51245262500. 4

Question Number : 94 Question Id : 51245218978 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is not considered as a negative aspect of the virtual world?

1. Surveillance
2. Information Abundance
3. Censorship
4. Malware

Options :

51245262501. 1
51245262502. 2
51245262503. 3
51245262504. 4

Question Number : 95 Question Id : 51245218979 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Penny Press was known as the period when

1. Newspapers were known as penny
2. Newspapers became available for a few pennies
3. People were provided with newspapers by paupers
4. Newspapers were not available to anyone

Options :

- 51245262505. 1
- 51245262506. 2
- 51245262507. 3
- 51245262508. 4

Question Number : 96 Question Id : 51245218980 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Blog is also called as

1. Logbook
2. Log Text
3. Web Log Book
4. Web Log

Options :

- 51245262509. 1
- 51245262510. 2
- 51245262511. 3
- 51245262512. 4

Question Number : 97 Question Id : 51245218981 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which historical period emancipated the power of the media on the masses?

1. Second World War
2. First World War
3. French Revolution
4. American Revolutionary War

Options :

51245262513. 1
51245262514. 2
51245262515. 3
51245262516. 4

Question Number : 98 Question Id : 51245218982 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

“Lavani” is a folk form of which state?

1. Manipur
2. Maharashtra
3. Rajasthan
4. Punjab

Options :

51245262517. 1
51245262518. 2
51245262519. 3
51245262520. 4

Question Number : 99 Question Id : 51245218983 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the proper order of Lasswell's Model of Communication?

1. Who? - With What Effect? - To whom? - Says what? - In which channel?
2. Who?- In which channel? - To whom? - Says what?- With What Effect?
3. Who? - Says what?- To whom? - With What Effect? - In which channel?
4. Who? - Says what?- In which channel? - To whom? - With What Effect?

Options :

- 51245262521. 1
- 51245262522. 2
- 51245262523. 3
- 51245262524. 4

Question Number : 100 Question Id : 51245218984 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the focus area of the documentary, Killing us softly?

1. Representation of women in cinema
2. Advertising's image of women
3. Women in broadcasting
4. Casual sexism and women

Options :

- 51245262525. 1
- 51245262526. 2
- 51245262527. 3
- 51245262528. 4