

CUET UG Mass Media and Communication (318) - 2025 Question Paper with Solutions

Time Allowed :60 Minutes

Maximum Marks :250

Total questions :50

General Instructions

Read the following instructions very carefully and strictly follow them:

1. The test is of 1 hour duration.
2. The question paper consists of 50 questions. The maximum marks are 250.
3. 5 marks are awarded for every correct answer, and 1 mark is deducted for every wrong answer.

1. Who is the author of the book, "Public Opinion"?

- (A) James Currian
- (B) Orson Welles
- (C) Walter Benjamin
- (D) Walter Lippmann

Correct Answer: (D) Walter Lippmann

Solution:

- **Step 1: Understanding the Concept:**

The question asks to identify the author of the influential book "Public Opinion". This book is a foundational text in the fields of media studies and political science, exploring how public opinion is formed and manipulated.

- **Step 2: Detailed Explanation:**

"Public Opinion" was written by Walter Lippmann and published in 1922. In the book, Lippmann argues that ordinary citizens cannot grasp the full complexity of the modern world. Instead, they form a simplified mental image, or a "pseudo-environment," which is heavily influenced by the mass media. He introduced the concept of "stereotypes" and discussed the "manufacture of consent," suggesting that public opinion can be managed by a governing elite. The other individuals listed are known for different contributions: James Curran is a contemporary media scholar, Orson Welles was a famous filmmaker (known for "Citizen Kane"), and Walter Benjamin was a philosopher and cultural critic. Walter Lippmann is the correct author.

- **Step 3: Final Answer:**

Based on historical and literary facts, Walter Lippmann is the author of "Public Opinion". Therefore, option (D) is the correct answer.

💡 Quick Tip

For questions about famous books and authors, focus on associating the title with the author's main field of study. Walter Lippmann is a key figure in American journalism and political commentary, making him a likely author for a book titled "Public Opinion."

2. Early human beings expressed their feelings and experiences using:

- (A) Words
- (B) Language
- (C) Mail
- (D) Their body parts and expressions

Correct Answer: (D) Their body parts and expressions

Solution:

- **Step 1: Understanding the Concept:**

This question asks about the most primitive or earliest forms of human communication, predating complex systems like structured language.

- **Step 2: Detailed Explanation:**

Before the development of structured words and language, early humans relied on non-verbal methods to communicate. This included using their body parts (gestures, posture) and facial expressions. These forms of communication are fundamental and instinctual. Cave paintings, dating back to 30,000 BCE, are among the earliest forms of symbolic communication. Words and language are more evolved and complex systems that developed much later. "Mail" is a modern system for sending written correspondence and is not relevant to early human communication. Therefore, the most basic and earliest method of expressing feelings and experiences was through body parts and expressions.

- **Step 3: Final Answer:**

The most fundamental method of expression for early human beings was non-verbal communication. Therefore, option (D) is the correct answer.

💡 Quick Tip

When answering questions about human evolution or history, think chronologically. Non-verbal communication like gestures and expressions naturally precedes the development of complex, abstract systems like spoken and written language.

3. Which of the following statements are correct?

- (A) Phiroj Shah founded the Bombay Chronicle
- (B) The Searchlight newspaper was first started in Bihar
- (C) The National Herald was first started in Lucknow
- (D) The Pioneer newspaper was first published under the editorship of K.M. Panikar

- (A) (A) and (B) only
- (B) (B), (C) and (D) only
- (C) (A), (B) and (C) only
- (D) (B) and (D) only

Correct Answer: (C) (A), (B) and (C) only

Solution:

• **Step 1: Understanding the Concept:**

The question requires verifying the historical accuracy of four statements related to the founding and editorship of prominent Indian newspapers.

• **Step 2: Detailed Explanation:**

Let's analyze each statement:

(A) Phiroj Shah founded the Bombay Chronicle: The Bombay Chronicle, an English-language newspaper, was started in 1910 by Sir Pherozeshah Mehta. "Phiroj Shah" is a common rendering of Pherozeshah. Thus, this statement is correct.

(B) The Searchlight newspaper was first started in Bihar: The Searchlight was an English newspaper established in 1918 in Patna, Bihar, by Sachchidananda Sinha. It played a crucial role in the Indian freedom movement in the region. Thus, this statement is correct.

(C) The National Herald was first started in Lucknow: The National Herald was founded in 1938 by Jawaharlal Nehru in Lucknow. It was intended to voice the views of the Indian National Congress. Thus, this statement is correct.

(D) The Pioneer newspaper was first published under the editorship of K.M. Panikar: The Pioneer was founded in Allahabad in 1865 by George Allen. K.M. Panikar was a notable editor, but he was associated with The Hindustan Times, not the initial publication of The Pioneer. Therefore, this statement is in-

correct.

- **Step 3: Final Answer:**

Statements (A), (B), and (C) are correct, while statement (D) is incorrect. Therefore, the correct option is (C).

 Quick Tip

For questions involving historical facts about publications, pay close attention to the founder, first editor, year of establishment, and place of origin. Creating a quick timeline or table can help organize this information during your studies.

4. In which year did Printing come to India?

- (A) In 1856
- (B) In 1656
- (C) In 1556
- (D) In 1756

Correct Answer: (C) In 1556

Solution:

- **Step 1: Understanding the Concept:**

The question asks for the year when the printing press was first introduced to India.

- **Step 2: Detailed Explanation:**

The first printing press in India was established by Portuguese Jesuit missionaries in Goa. The press arrived on September 6, 1556. Its primary purpose was to produce religious literature and aid in proselytization. This event marked the beginning of the history of printing in the Indian subcontinent.

- **Step 3: Final Answer:**

The printing press was introduced to India in the year 1556. Therefore, option (C) is the correct answer.

💡 Quick Tip

Remember key technological and cultural milestones in Indian history. The arrival of the printing press in Goa in the mid-16th century by the Portuguese is a significant event that revolutionized communication and knowledge dissemination in India.

5. “Many Voices One World” is an UNESCO report on _____?

- (A) Flaws in the political system
- (B) Flaws in the flow of news
- (C) Flaws in the economic system
- (D) Flaws in the health sector

Correct Answer: (B) Flaws in the flow of news

Solution:

- **Step 1: Understanding the Concept:**

The question asks about the subject of the UNESCO report titled “Many Voices One World”. This report is a landmark document in the history of international communication.

- **Step 2: Detailed Explanation:**

“Many Voices One World” is the official title of the report by the International Commission for the Study of Communication Problems, which was chaired by Irish Nobel laureate Seán MacBride. The commission was set up by UNESCO in 1977. The report, often called the MacBride Report, was published in 1980. Its central theme was the analysis of communication problems in modern society, particularly focusing on the imbalances in the global flow of information and news. It highlighted how a few Western news agencies dominated the global narrative and advocated for a “New World Information and Communication Order” (NWICO) to create a more equitable and balanced flow of information.

- **Step 3: Final Answer:**

The report “Many Voices One World” deals with imbalances and flaws in the global flow of news and information. Therefore, option (B) is the correct answer.

💡 Quick Tip

Associate "Many Voices One World" with the "MacBride Report" and the "New World Information and Communication Order" (NWICO). This will help you remember that its primary focus was on the global flow of news and media dominance.

6. Identify the criterion which is not considered as a news value?

- (A) Timeliness
- (B) Colorfulness
- (C) Impact
- (D) Proximity

Correct Answer: (B) Colorfulness

Solution:

- **Step 1: Understanding the Concept:**

News values are a set of criteria used by journalists and editors to determine whether an event or story is newsworthy and how much prominence it should receive.

- **Step 2: Detailed Explanation:**

The commonly accepted news values include:

Timeliness: Recent events have higher news value than earlier happenings.

Impact: The number of people whose lives will be affected by the story.

Proximity: Stories about events and situations in one's home community are more newsworthy than events that take place far away.

Other key values include Prominence (involving well-known people), Conflict, and Human Interest. "Colorfulness" is a subjective quality and not a standard professional criterion for determining news value. While a story might be described as colorful, it is not a foundational principle for news selection in the way Timeliness, Impact, and Proximity are.

- **Step 3: Final Answer:**

"Colorfulness" is not a standard criterion of news value. Therefore, option (B) is the correct answer.

💡 Quick Tip

Memorize the core news values: Timeliness, Impact, Proximity, Prominence, Conflict, Human Interest, and Uniqueness/Oddity. This will make it easy to identify an option that does not fit.

7. Which among the following is a news agency?

- (A) CPI
- (B) BCCI
- (C) UPI
- (D) RTI

Correct Answer: (C) UPI

Solution:

- **Step 1: Understanding the Concept:**

A news agency is an organization that gathers news reports and sells them to subscribing news organizations, such as newspapers, magazines, and radio and television broadcasters. The question asks to identify the news agency from the given acronyms.

- **Step 2: Detailed Explanation:**

Let's analyze the options:

(A) CPI: Stands for the Communist Party of India, a political party.

(B) BCCI: Stands for the Board of Control for Cricket in India, the governing body for cricket in India.

(C) UPI: Stands for United Press International, a major international news agency founded in the United States.

(D) RTI: Stands for Right to Information, which is a legislative act in India that provides a framework for citizens to access information under the control of public authorities.

- **Step 3: Final Answer:**

Among the given options, only UPI (United Press International) is a news agency. Therefore, option (C) is the correct answer.

 Quick Tip

Familiarize yourself with common acronyms in various fields like politics (CPI), sports (BCCI), media (UPI, AP, Reuters), and law (RTI). This helps in quickly eliminating incorrect options in such questions.

8. Arrange the following newspapers in correct sequence according to their year of launch, beginning from the first.

- (A) The Tribune
- (B) Harijan
- (C) National Herald
- (D) Young India

- (A) (B), (A), (D), (C)
- (B) (A), (D), (B), (C)
- (C) (C), (A), (B), (D)
- (D) (D), (C), (B), (A)

Correct Answer: (B) (A), (D), (B), (C)

Solution:

- **Step 1: Understanding the Concept:**

The question requires arranging four historical Indian newspapers in the chronological order of their first publication.

- **Step 2: Detailed Explanation:**

We need to find the launch year for each newspaper:

(A) The Tribune: Founded by Sardar Dyal Singh Majithia in Lahore, its first issue was published on February 2, 1881.

(D) Young India: A weekly journal published by Mahatma Gandhi from 1919 to 1931.

(B) Harijan: A weekly newspaper started by Mahatma Gandhi. The first issue was published on February 11, 1933.

(C) National Herald: Founded by Jawaharlal Nehru in Lucknow, it was launched on September 9, 1938.

The chronological order is: 1. The Tribune (1881) 2. Young India (1919) 3. Harijan (1933) 4. National Herald (1938)

This corresponds to the sequence (A), (D), (B), (C).

- **Step 3: Final Answer:**

The correct chronological sequence of the newspapers' launch is The Tribune, Young

India, Harijan, and National Herald. Therefore, option (B) is the correct answer.

💡 Quick Tip

For sequencing questions based on historical dates, it is essential to know the specific years. Creating a timeline of important publications and events during the Indian freedom struggle can be a very effective study aid.

9. Which of the following is not a feature of "Yellow journalism"?

- (A) Sensationalism
- (B) Rumours and gossip
- (C) Bold and screaming headlines with large photographs
- (D) Serious news

Correct Answer: (D) Serious news

Solution:

- **Step 1: Understanding the Concept:**

"Yellow journalism" refers to a style of newspaper reporting that emphasizes sensationalism over facts. It emerged in the late 19th century during the circulation wars between newspaper publishers like Joseph Pulitzer and William Randolph Hearst.

- **Step 2: Detailed Explanation:**

The main features of yellow journalism include:

- **Sensationalism:** Exaggerating details of events to create shocking or dramatic stories.
- **Rumours and gossip:** Publishing unverified claims, scandals, and personal stories.
- **Bold and screaming headlines with large photographs:** Using eye-catching layouts, large-print headlines, and dramatic pictures to attract readers.

"Serious news," which implies objective, fact-based, in-depth, and responsible reporting, is the opposite of yellow journalism. The goal of yellow journalism is to sell newspapers, often at the expense of journalistic ethics and accuracy, whereas the goal of serious news is to inform the public.

- **Step 3: Final Answer:**

Serious news is not a feature of yellow journalism; in fact, it is what yellow journalism typically lacks. Therefore, option (D) is the correct answer.

💡 Quick Tip

Remember that "yellow journalism" is a negative term. Its characteristics are all related to unethical practices designed to boost sales, such as exaggeration and scandal-mongering. "Serious news" represents the ethical standards that yellow journalism violates.

10. 'Freedom of speech and expression' comes under which article of the constitution of India?

- (A) Article 15
- (B) Article 16
- (C) Article 17
- (D) Article 19

Correct Answer: (D) Article 19

Solution:

- **Step 1: Understanding the Concept:**

The question asks to identify the article in the Constitution of India that guarantees the fundamental right to freedom of speech and expression.

- **Step 2: Detailed Explanation:**

The fundamental rights are enshrined in Part III of the Indian Constitution. Let's look at the given articles:

- **Article 15:** Prohibits discrimination on grounds of religion, race, caste, sex, or place of birth.
- **Article 16:** Guarantees equality of opportunity in matters of public employment.
- **Article 17:** Abolishes "Untouchability" and forbids its practice in any form.
- **Article 19:** Guarantees six fundamental freedoms to all citizens of India. Specifically, **Article 19(1)(a)** states that all citizens shall have the right "to freedom of speech and expression". This right is subject to reasonable restrictions outlined in Article 19(2).

- **Step 3: Final Answer:**

The 'Freedom of speech and expression' is guaranteed under Article 19 of the Constitution of India. Therefore, option (D) is the correct answer.

💡 Quick Tip

It is highly beneficial to memorize the key Fundamental Rights (Articles 14-32) for any exam on Indian polity. Article 19 is one of the cornerstones of liberty in the Indian Constitution and is frequently asked about.

11. Match List-I with List-II

List-I (Concepts)	List-II (Scholars)
(A) Manufacturing Consent	(I) Aristotle
(B) Encoding and Decoding	(II) Noam Chomsky
(C) Culture Industry	(III) Stuart Hall
(D) Catharsis	(IV) Max Horkheimer

Choose the correct answer from the options given below:

- (A) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)
- (B) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)
- (C) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
- (D) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

Correct Answer: (A) (A)-(II), (B)-(III), (C)-(IV), (D)-(I)

Solution:

- **Step 1: Understanding the Concept:**

This question requires matching key communication and philosophical concepts with the scholars who are most famously associated with them.

- **Step 2: Detailed Explanation:**

Let's match each concept from List-I with the correct scholar from List-II:

- **(A) Manufacturing Consent:** This is the title of a famous book and a propaganda model of communication developed by Noam Chomsky and Edward S. Herman. It describes how mass media can be used to shape public opinion in favor of the interests of the powerful. This matches with **(II) Noam Chomsky**.

- **(B) Encoding and Decoding:** This is a highly influential communication model developed by the cultural theorist Stuart Hall. It focuses on how media messages are produced (encoded) by creators and interpreted (decoded) by audiences in different ways (dominant, negotiated, or oppositional). This matches with **(III) Stuart Hall**.

- **(C) Culture Industry:** This term was coined by Theodor Adorno and Max Horkheimer, key figures of the Frankfurt School. It critiques the mass production of cultural goods (like films, music, etc.) as a commercial enterprise that standardizes art and manipulates society. This matches with **(IV) Max Horkheimer**.

- **(D) Catharsis:** This is a concept from literary theory, first articulated by the ancient Greek philosopher Aristotle in his work "Poetics." It refers to the purification or purging of emotions (especially pity and fear) that audiences experience when watching a tragedy. This matches with **(I) Aristotle**.

- **Step 3: Final Answer:**

The correct pairings are: (A)-(II), (B)-(III), (C)-(IV), and (D)-(I). This corresponds to option (A).

💡 Quick Tip

Create flashcards for major communication theories, concepts, and their proponents. Grouping theorists by school of thought (e.g., Frankfurt School, Cultural Studies) can also help in remembering their key ideas.

12. "Making tomorrow brighter" is the slogan of:

- (A) ONGC (Oil and Natural Gas Corporation)
- (B) Indian Oil
- (C) Sarva Shiksha Abhiyan
- (D) SAIL (Steel Authority of India Ltd)

Correct Answer: (A) ONGC (Oil and Natural Gas Corporation)

Solution:

- **Step 1: Understanding the Concept:**

This question asks to identify the Indian public sector undertaking (PSU) or organization that uses the slogan "Making tomorrow brighter".

- **Step 2: Detailed Explanation:**

Let's examine the slogans associated with each option:

- **ONGC (Oil and Natural Gas Corporation):** ONGC has used various taglines over the years to reflect its mission of energy security. "Making tomorrow brighter" is one of the slogans associated with the company, emphasizing its contribution to the nation's energy future.

- **Indian Oil:** The primary slogan for Indian Oil Corporation Limited (IOCL) is "The Energy of India".

- **Sarva Shiksha Abhiyan:** This is a government educational program, and its slogan is "Education for All".

- **SAIL (Steel Authority of India Ltd):** SAIL's well-known tagline is "There's

a little bit of SAIL in everybody's life".

- **Step 3: Final Answer:**

Based on corporate branding information, the slogan "Making tomorrow brighter" is associated with ONGC. Therefore, option (A) is the correct answer.

💡 Quick Tip

For questions about slogans and taglines of major companies and government schemes, try to link the slogan's message to the organization's core function. "Making tomorrow brighter" fits well with an energy company like ONGC, which powers the future.

13. The pre-shooting stage does not consist of_____?

- (A) Writing
- (B) Editing for sound
- (C) Budgeting the project
- (D) Casting

Correct Answer: (B) Editing for sound

Solution:

- **Step 1: Understanding the Concept:**

Filmmaking is typically divided into three main stages: pre-production (pre-shooting), production (shooting), and post-production. This question asks to identify the activity that does not belong to the pre-shooting stage.

- **Step 2: Detailed Explanation:**

- **Pre-shooting Stage (Pre-production):** This is the planning and preparation phase. It includes all the work done before the camera starts rolling. Key activities are:

- **Writing:** Developing the script.

- **Budgeting the project:** Securing funding and planning expenditures.

- **Casting:** Selecting actors for the roles.

- Other activities include location scouting, storyboarding, and hiring the crew.

- **Post-shooting Stage (Post-production):** This phase begins after all the footage has been shot. It involves assembling the film.

- **Editing for sound:** This includes sound design, mixing, and adding the score. It is a crucial part of post-production.

- Other activities include picture editing, color correction, and adding visual effects.

- **Step 3: Final Answer:**

Writing, budgeting, and casting are all essential parts of the pre-shooting stage. Editing for sound occurs after shooting is complete. Therefore, it is not part of the pre-shooting stage. Option (B) is the correct answer.

💡 Quick Tip

Remember the three 'P's of filmmaking: Pre-production (planning), Production (shooting), and Post-production (finishing). Clearly categorize activities like scripting, editing, and financing into these three stages to answer such questions easily.

14. The post-shooting stage in film-making consists of:

- (A) Finalizing the technical and production team
- (B) Editing
- (C) Script-writing
- (D) Acquiring finance

Correct Answer: (B) Editing

Solution:

- **Step 1: Understanding the Concept:**

This question asks to identify an activity that is part of the post-shooting stage (post-production) of filmmaking.

- **Step 2: Detailed Explanation:**

Let's analyze the stages to which each activity belongs:

- **(A) Finalizing the technical and production team:** This is a core activity of the pre-production (pre-shooting) stage.
- **(B) Editing:** This is the process of selecting and assembling the shot footage (both picture and sound) into a coherent sequence. This is the primary task of the post-production stage.
- **(C) Script-writing:** This is the foundation of the project and is completed during the development and pre-production stages.
- **(D) Acquiring finance:** Securing the budget for the film is done in the early development and pre-production phases.

- **Step 3: Final Answer:**

Among the given options, only editing is a post-shooting activity. Therefore, option (B) is the correct answer.

💡 Quick Tip

Think of filmmaking as building a house. Pre-production is the blueprint and foundation. Production is the construction. Post-production is the painting, interior design, and finishing touches. Editing is a key finishing touch.

15. 'Proxemics' is the study of_____.

- (A) Body movements
- (B) Eye movements
- (C) The kind of zones (distance) people maintain while interacting
- (D) Touch

Correct Answer: (C) The kind of zones (distance) people maintain while interacting

Solution:

- **Step 1: Understanding the Concept:**

The question asks for the definition of 'Proxemics', a term from the field of non-verbal communication.

- **Step 2: Detailed Explanation:**

Let's define the terms related to non-verbal communication:

- **Kinesics:** The study of body movements, gestures, and posture. So, (A) is incorrect.
- **Oculesics:** The study of eye movement, eye behavior, gaze, and eye-related non-verbal communication. So, (B) is incorrect.
- **Proxemics:** Coined by anthropologist Edward T. Hall, it is the study of the human use of space and the effects that population density has on behaviour, communication, and social interaction. It specifically deals with the distances (intimate, personal, social, public zones) people maintain. So, (C) is correct.
- **Haptics:** The study of communication through touch. So, (D) is incorrect.

- **Step 3: Final Answer:**

Proxemics is the study of how people use space and maintain distance during social interactions. Therefore, option (C) is the correct answer.

💡 Quick Tip

Remember the different "-ics" of non-verbal communication: Kinesics (body movement), Proxemics (space/distance), Haptics (touch), and Oculistics (eyes). Associating the root word (e.g., 'prox' for proximity) can help recall the meaning.

16. Which of the following is not a characteristic of a radio script?

- (A) Active voice
- (B) Conversational language
- (C) Simple sentences
- (D) Technical jargons

Correct Answer: (D) Technical jargons

Solution:

- **Step 1: Understanding the Concept:**

The question asks to identify what is not a recommended characteristic for writing a script for a general radio audience. Radio is an auditory medium, so clarity and ease of understanding are paramount.

- **Step 2: Detailed Explanation:**

- **(A) Active voice:** Using the active voice ("The team won the match") is preferred over the passive voice ("The match was won by the team") because it is more direct, energetic, and easier for the listener to follow. This is a characteristic of good radio scripting.

- **(B) Conversational language:** A radio script should sound like natural speech, not like a formal written document. This helps to connect with the listener. This is a characteristic of good radio scripting.

- **(C) Simple sentences:** Long, complex sentences can be difficult to process when heard. Short, simple sentences are clearer and have more impact. This is a characteristic of good radio scripting.

- **(D) Technical jargons:** Jargon is specialized language used by a particular profession or group. It is difficult for the general public to understand. Using jargon would alienate most of the audience and should be avoided. Therefore, this is not a characteristic of a good radio script.

- **Step 3: Final Answer:**

The use of technical jargon is contrary to the principles of clear and effective radio communication for a general audience. Therefore, option (D) is the correct answer.

💡 Quick Tip

When evaluating options for radio or broadcast writing, always remember the rule: "Write for the ear, not for the eye." This means keeping it simple, conversational, and direct. Anything that complicates understanding, like jargon, is undesirable.

17. The ability of the audience to resist being persuaded by a commercial or a news program if they are warned beforehand about an attempt to persuade them, is about to occur is called_____?

- (A) Cultivation effect
- (B) Inoculation effect
- (C) Limited effect
- (D) Personal influence effect

Correct Answer: (B) Inoculation effect

Solution:

- **Step 1: Understanding the Concept:**

This question describes a specific psychological and communication theory related to persuasion and resistance. The key elements are a prior warning and the subsequent resistance to a persuasive message.

- **Step 2: Detailed Explanation:**

Let's analyze the theories mentioned:

- **(A) Cultivation effect:** This theory suggests that long-term, heavy exposure to media (especially television) shapes an individual's perception of social reality to be more like the reality portrayed on media. It's about long-term belief formation, not immediate resistance to persuasion.

- **(B) Inoculation effect:** Proposed by William J. McGuire, this theory uses a medical analogy. Just as a vaccine (a weakened form of a virus) stimulates the body to produce antibodies to fight off a future infection, exposing an audience to a weak version of a persuasive argument, and then refuting it, "inoculates" them, making them more resistant to stronger persuasive attempts later. A forewarning that a persuasive attempt is coming serves a similar function, triggering a person's defense mechanisms. This perfectly matches the scenario in the question.

- **(C) Limited effect:** This is a broad paradigm of media theories that argues that mass media have minimal or "limited" effects on audiences because audiences are active and their existing beliefs and social connections are more influential. It doesn't specifically describe the warning mechanism.

- **(D) Personal influence effect:** This relates to the two-step flow of communication, where media messages are filtered through influential "opinion leaders" who

then pass on their interpretations to others. It focuses on the role of interpersonal relationships in media influence.

- **Step 3: Final Answer:**

The theory that explains how a forewarning can help an audience resist persuasion is the inoculation theory. Therefore, option (B) is the correct answer.

💡 Quick Tip

Remember the core metaphor for Inoculation Theory: it works like a vaccine. The warning or weak argument prepares the 'immune system' (your critical thinking) to fight off the 'disease' (the strong persuasive message).

18. When episodes of the same syndicated series are scheduled Monday through Friday at the same time, it is called_____?

- (A) Bridging
- (B) Stacking
- (C) Theming
- (D) Stripping

Correct Answer: (D) Stripping

Solution:

- **Step 1: Understanding the Concept:**

This question asks for the specific term used in television programming for a particular scheduling strategy.

- **Step 2: Detailed Explanation:**

Let's define the programming terms:

- **(A) Bridging:** Scheduling a program so that it runs longer than a competing show, forcing viewers to join the competing show late.
- **(B) Stacking (or Block Programming):** Scheduling several episodes of the same show or shows of the same genre back-to-back in a block.
- **(C) Theming:** A type of block programming where all the shows in a block share a common theme.
- **(D) Stripping:** This is the practice of scheduling a program, typically a syndicated one (like a sitcom or a talk show), at the same time slot every day of the week, usually Monday through Friday. This builds a loyal, habitual audience for that time slot. The question perfectly describes this strategy.

- **Step 3: Final Answer:**

The strategy of scheduling the same show at the same time every weekday is known as stripping. Therefore, option (D) is the correct answer.

💡 Quick Tip

Think of the visual metaphor: "Stripping" a show across the weekly schedule creates a horizontal "strip" at the same time slot from Monday to Friday. This can help you remember the term.

19. Which of the following provides all the support that is required for the functioning of a radio station?

- (A) Administration Wing
- (B) Transmission studio
- (C) Engineering Wing
- (D) Programme Wing

Correct Answer: (A) Administration Wing

Solution:

- **Step 1: Understanding the Concept:**

This question asks to identify the department or wing within a radio station that provides overall support for its operations.

- **Step 2: Detailed Explanation:**

Let's analyze the roles of each wing:

- **Programme Wing:** This is the content creation wing. It is the primary function of the station, not a support function. It produces the shows, music, and news that are broadcast.

- **Engineering Wing:** This wing provides technical support. It is responsible for maintaining all the equipment, from microphones in the studio to the transmitter that sends the signal out. It is a crucial support wing, but its focus is purely technical.

- **Transmission studio:** This is a physical location or facility, managed by the Engineering Wing, from where the broadcast signal is sent. It is not a wing that provides support.

- **Administration Wing:** This wing handles the business and operational aspects of the station. This includes finance, human resources (hiring staff for all wings), sales and marketing (generating revenue), legal compliance, and general management. It provides the foundational support structure that allows all other wings,

including Programme and Engineering, to function. The term "all the support" best fits the broad, overarching role of the administration.

- **Step 3: Final Answer:**

While the Engineering Wing provides technical support, the Administration Wing provides the comprehensive financial, HR, and managerial support required for the entire station to function. Therefore, it is the most appropriate answer. Option (A) is correct.

💡 Quick Tip

In organizational questions, distinguish between core functions (what the organization produces, e.g., programs) and support functions (what enables the core function, e.g., HR, finance, tech). Administration is typically the broadest support function.

20. Which was the first television soap opera to be telecast on Doordarshan?

- (A) Tamas
- (B) Buniyaad
- (C) Karamchand
- (D) Hum Log

Correct Answer: (D) Hum Log

Solution:

- **Step 1: Understanding the Concept:**

This question requires knowledge of the history of Indian television, specifically the first soap opera broadcast on the national channel, Doordarshan.

- **Step 2: Detailed Explanation:**

Let's examine the options and their broadcast history:

- **Hum Log (1984-1985):** This series, which began on July 7, 1984, is widely considered to be the first-ever soap opera or sponsored serial on Indian television. It revolved around the daily struggles and aspirations of a middle-class family and was immensely popular.
- **Karamchand (1985-1988):** This was a popular detective series, not a soap opera.
- **Buniyaad (1986-1987):** This was another landmark drama serial dealing with the Partition of India, but it was telecast after Hum Log had already established

the format of the long-running family drama.

- **Tamas (1988)**: This was a critically acclaimed television film or miniseries based on the novel by Bhisham Sahni. It was not a soap opera.

- **Step 3: Final Answer:**

Chronologically, "Hum Log" was the first among these to be telecast and is credited as India's first television soap opera. Therefore, option (D) is the correct answer.

 Quick Tip

For questions on media history, remember the key milestones. "Hum Log" is a foundational name in Indian television history, marking the beginning of sponsored programming and the soap opera genre in the country.

Q21. The ability to sift through and analyse media messages that inform, entertain and sell to us every day is called _____?

- (A) Media effects
- (B) Media literacy
- (C) Media entertainment
- (D) Media Culture

Correct Answer: (B) Media literacy

Solution:

- **Step 1: Understanding the Concept:**

The question asks for the term that defines the skill of critically analyzing and evaluating the various media messages we encounter daily. These messages can be for information, entertainment, or commercial purposes.

- **Step 3: Detailed Explanation:**

- **Media effects** refers to the theories about the ways in which mass media and media culture affect how their audiences think and behave. It is the outcome of media exposure, not the skill of analysis.
- **Media literacy** is the ability to access, analyze, evaluate, and create media in a variety of forms. It empowers individuals to be critical thinkers and smart consumers of information, which directly matches the description in the question.

- **Media entertainment** is a genre or category of media content, not a skill.
- **Media Culture** refers to the cultural products and norms that are transmitted through mass media. It is the environment in which we consume media, not the analytical skill itself.
- **Step 4: Final Answer:** Based on the definitions, the ability to sift through and analyze media messages is correctly identified as **Media literacy**.

💡 Quick Tip

For questions about media concepts, focus on the precise definition of each term. "Literacy" in this context implies a skill of understanding and analysis, similar to traditional literacy (reading and writing).

Q22. Identify the film based on the suicide of cotton farmers in Vidarbha.

- (A) Framework of Famine
- (B) To Live
- (C) The Damned Rain
- (D) Ardh Satya

Correct Answer: (C) The Damned Rain

Solution:

- **Step 1: Understanding the Concept:**

The question asks to identify a specific film that addresses the socio-economic issue of suicides among cotton farmers in the Vidarbha region of Maharashtra, India.

- **Step 3: Detailed Explanation:**

- **Framework of Famine:** This is a documentary, but it is less specifically focused on the Vidarbha cotton farmers' suicide crisis compared to other options.
- **To Live:** This is a famous 1994 Chinese film directed by Zhang Yimou, which has no connection to the issue of Indian farmers.
- **The Damned Rain (2010):** This documentary film, directed by Satish Manwar, directly and poignantly addresses the agrarian crisis and the spate of suicides by cotton farmers in the Vidarbha region. It is a well-known film on this specific subject.
- **Ardh Satya (1983):** This is a critically acclaimed Hindi film directed by Govind Nihalani, focusing on police brutality and corruption. It is unrelated to farmers' suicides.

- **Step 4: Final Answer:**

The film that is specifically based on the suicide of cotton farmers in Vidarbha is **The Damned Rain**.

💡 Quick Tip

For film identification questions, recall the central theme or plot of each movie. If unsure, use elimination by identifying films whose themes are clearly different from the one mentioned in the question. Awareness of social-issue-based cinema is beneficial.

Q23. The issue of "embedding journalists with the military" first emerged as a turning point in Journalism in _____?

- (A) Kargil war
- (B) Persian Gulf War I
- (C) Gulf War 2003
- (D) Vietnam war

Correct Answer: (C) Gulf War 2003

Solution:

- **Step 1: Understanding the Concept:**

"Embedded journalism" refers to the practice of journalists being attached to military units during armed conflicts. The question asks when this practice became a significant and defining feature of war reporting.

- **Step 3: Detailed Explanation:**

While journalists have accompanied armies in various wars throughout history, the formal, large-scale, and systematically organized practice of "embedding" is most famously associated with a specific conflict.

- **Vietnam War:** Journalists had significant access, but the reporting was largely independent, not formally "embedded." This independent reporting is often credited with shifting public opinion against the war.
- **Persian Gulf War I (1990-91):** Media access was heavily restricted by the military, leading to criticism from news organizations. Reporting was often done through controlled press pools and briefings.
- **Gulf War 2003 (Invasion of Iraq):** This conflict is considered the turning point for embedded journalism. The U.S. military launched a major initiative to

formally embed hundreds of journalists within combat units. This was a direct response to the access limitations of the first Gulf War. The term "embedded journalism" became widely used during this time.

- **Kargil War (1999):** While there was media coverage from the front lines, it did not feature the large-scale, formalized embedding program that characterized the 2003 Iraq invasion.

- **Step 4: Final Answer:**

The practice of embedding journalists with the military became a turning point and a widely recognized strategy during the **Gulf War 2003**.

💡 Quick Tip

Remember that key terms in media and journalism often have a specific historical event tied to their popularization. For "embedded journalism," the 2003 invasion of Iraq is the landmark event.

Q24. Identify the scholar associated with the concept of "Public Sphere"?

- (A) Jurgen Habermas
- (B) George Ritzer
- (C) Manuel Castells
- (D) James Curran

Correct Answer: (A) Jurgen Habermas

Solution:

- **Step 1: Understanding the Concept:**

The "Public Sphere" (Öffentlichkeit in German) is a concept in political science and communication studies. It refers to an area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action.

- **Step 3: Detailed Explanation:**

- **Jurgen Habermas:** This German philosopher and sociologist is the originator of the concept. His seminal 1962 work, "The Structural Transformation of the Public Sphere," is the foundational text on this topic. He defined the public sphere as a domain of social life where public opinion can be formed.
- **George Ritzer:** A sociologist known for his concept of "McDonaldization."

- **Manuel Castells:** A sociologist known for his work on the information age, society, and the theory of the "network society."
- **James Curran:** A media scholar who has written extensively on media and power, but is not the originator of the public sphere concept.
- **Step 4: Final Answer:**
The scholar most directly associated with the concept of the "Public Sphere" is **Jurgen Habermas**.

💡 Quick Tip

In media and communication theory, certain scholars are inextricably linked to specific concepts. Habermas and the Public Sphere is one of the most fundamental associations to memorize.

Q25. Who is the author of the book "Digital democracy"?

- (A) Noam Chomsky
- (B) Marjorie Ferguson
- (C) Jan Dijk
- (D) Basil Bernstein

Correct Answer: (C) Jan Dijk

Solution:

- **Step 1: Understanding the Concept:**
The question asks to identify the author of a significant book titled "Digital Democracy". This field of study examines how the internet and other digital communication technologies affect democracy.
- **Step 3: Detailed Explanation:**
 - **Noam Chomsky:** A linguist and political critic known for books like "Manufacturing Consent," but not "Digital Democracy."
 - **Marjorie Ferguson:** A communication scholar who has written about media and culture, but is not the primary author associated with this title.
 - **Jan van Dijk:** A Dutch professor of communication science who is a leading scholar on the social aspects of digital media. He authored the influential book "Digital Democracy: Issues of Theory and Practice" (2000) and "The Network Society".

- **Basil Bernstein:** A British sociologist known for his work on the sociology of education.
- **Step 4: Final Answer:**
The author of the key text "Digital Democracy" among the given options is **Jan Dijk** (Jan van Dijk).

💡 Quick Tip

For questions about authorship, it's helpful to associate key scholars with their major works or theories. Jan van Dijk is a prominent name in the study of the network society and digital democracy.

Q26. The systematic study of texts on the basis of their language and how people interpret texts is known as _____?

- (A) Chronemics
- (B) Cybernetics
- (C) Optics
- (D) Hermeneutics

Correct Answer: (D) Hermeneutics

Solution:

- **Understanding the Concept:** The question seeks the term for the study of textual interpretation, focusing on how language conveys meaning and how people derive that meaning.
- **Analysis of Options:**
 - **Chronemics:** The study of the role of time in communication.
 - **Cybernetics:** The study of communication and control systems in living beings and machines.
 - **Optics:** The branch of physics that studies the properties and behaviour of light.
 - **Hermeneutics:** The theory and methodology of interpretation, especially concerning biblical texts, wisdom literature, and philosophical texts. Broadly, it is the study of how humans interpret texts and communication. It is a form of textual analysis.
- **Conclusion:** The systematic study of textual interpretation is correctly identified as **Hermeneutics**.

💡 Quick Tip

Break down complex terms. "Hermeneutics" comes from the Greek word for "interpreter." The other options relate to time (Chronemics), systems (Cybernetics), and light (Optics), which are distinct from textual interpretation.

Q27. Which of the following films is an example of a story in a linear form?

- (A) Pather Panchali
- (B) Sholay
- (C) Dil Chahta Hai
- (D) Kora Kagaz

Correct Answer: (A) Pather Panchali

Solution:

- **Understanding Narrative Forms:** A linear narrative presents events in chronological order. A non-linear narrative uses techniques like flashbacks or flash-forwards, presenting events out of sequence.
- **Analysis of Films:**
 - **Pather Panchali (1955):** Directed by Satyajit Ray, this film follows the life of Apu and his family in a straightforward, chronological sequence, making it a classic example of a linear, realist narrative.
 - **Sholay (1975):** This film uses a non-linear structure, notably a long flashback to explain Thakur's backstory and his motivations.
 - **Dil Chahta Hai (2001):** This film is not strictly linear as it follows the separate paths of three friends and uses flashbacks to recount their shared past.
 - **Kora Kagaz (1974):** While its central plot is largely chronological, "Pather Panchali" is the quintessential example of a purely linear and naturalistic storytelling style among the choices.
- **Conclusion:** Among the given options, **Pather Panchali** is the best example of a film with a linear story form.

💡 Quick Tip

When analyzing narrative structure, think about whether the film uses flashbacks or jumps in time. If the story moves from a starting point to an end point without significant deviations in the timeline, it's linear.

Q28. What do you understand about information overload?

- (A) Web journalism
- (B) New journalism
- (C) Exposure to too much information
- (D) Difficulty in using information

Correct Answer: (C) Exposure to too much information

Solution:

- **Defining Information Overload:** The term, also known as infobesity, refers to the difficulty in understanding an issue and making decisions due to the presence of excessive information.
- **Analysis of Options:**
 - **Web journalism** and **New journalism** are forms of journalism, not the concept of information overload itself.
 - **Exposure to too much information** is the direct definition of information overload, occurring when information input exceeds processing capacity.
 - **Difficulty in using information** is a *consequence* or symptom of information overload, not the definition of the phenomenon.
- **Conclusion:** The most accurate understanding of information overload is **Exposure to too much information**.

 Quick Tip

For definition-based questions, distinguish between the concept itself, its causes, and its effects. Information overload is defined by the cause (too much information), which then leads to effects (difficulty in processing, stress, poor decision-making).

Q29. What is the correct order of the process of mass communication?

- (A) Communicator
- (B) Message
- (C) Channel
- (D) Receiver

Choose the correct answer from the options given below:

- (A) (A), (B), (C), (D)
- (B) (A), (C), (B), (D)
- (C) (B), (A), (C), (D)
- (D) (C), (A), (B), (D)

Correct Answer: (A) (A), (B), (C), (D)

Solution:

- **Understanding the Communication Model:** The question asks for the correct sequence of the basic linear model of mass communication, which illustrates how a message travels from a source to an audience.
- **Step-by-Step Process:** The classical model of communication follows this logical sequence:
 1. **Communicator (A):** The process begins with the communicator (or sender), who formulates and encodes the message.
 2. **Message (B):** This is the encoded information that the communicator wants to convey.
 3. **Channel (C):** This is the medium through which the message is transmitted (e.g., television, radio).
 4. **Receiver (D):** This is the person or audience who receives and decodes the message.
- **Conclusion:** The correct chronological order is Communicator → Message → Channel → Receiver, which corresponds to the sequence (A), (B), (C), (D).

💡 Quick Tip

Remember the simple communication model: "Who says What in Which channel to Whom?" This corresponds to Communicator, Message, Channel, and Receiver. This basic framework helps in quickly answering questions about the communication process.

Q30. Arrange the following movies chronologically, according to their release year beginning from the first:

- (A) Taare Zameen Par
- (B) Swades
- (C) Gadar
- (D) Border

Choose the correct answer from the options given below:

- (A) (A), (B), (C), (D)
- (B) (A), (C), (B), (D)
- (C) (B), (A), (D), (C)
- (D) (D), (C), (B), (A)

Correct Answer: (D) (D), (C), (B), (A)

Solution:

- **Objective:** To arrange the given films in chronological order of their theatrical release, from earliest to latest.
- **Release Years of the Films:**
 - (D) **Border:** Released in **1997**.
 - (C) **Gadar: Ek Prem Katha:** Released in **2001**.
 - (B) **Swades:** Released in **2004**.
 - (A) **Taare Zameen Par:** Released in **2007**.
- **Chronological Sequence:** Based on the release years, the correct order is:
 1. Border (1997) - (D)
 2. Gadar (2001) - (C)
 3. Swades (2004) - (B)
 4. Taare Zameen Par (2007) - (A)
- **Conclusion:** The correct chronological sequence is (D), (C), (B), (A).

💡 Quick Tip

For chronological questions involving films or historical events, if you are unsure of the exact dates, try to place them within a decade or relate them to each other based on general knowledge (e.g., knowing a film is from the late 90s vs. the mid-2000s).

31. Arrange the following sites chronologically, according to their launching year, starting from the first:

- (A) Facebook
- (B) YouTube
- (C) Snapchat
- (D) Twitter (now X)

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (A), (B), (D), (C)
- (3) (B), (A), (D), (C)
- (4) (C), (B), (D), (A)

Correct Answer: (2) (A), (B), (D), (C)

Solution:

- **Objective:** To arrange the social media platforms in order of their launch dates, from earliest to most recent.

- **Launch Years of Platforms:**
 - (A) **Facebook:** Launched in February **2004**.
 - (B) **YouTube:** Launched in February **2005**.
 - (D) **Twitter (now X):** Launched in March **2006**.
 - (C) **Snapchat:** Launched in July **2011**.
- **Chronological Sequence:** The correct order based on launch year is:
 1. Facebook (2004) - (A)
 2. YouTube (2005) - (B)
 3. Twitter (2006) - (D)
 4. Snapchat (2011) - (C)
- **Conclusion:** The correct sequence is (A), (B), (D), (C).

💡 Quick Tip

For questions involving chronological order of technological or historical events, it's helpful to remember the approximate time period for major developments. For social media, remember the mid-2000s boom (Facebook, YouTube, Twitter) followed by the mobile-first era in the early 2010s (Instagram, Snapchat).

32. Arrange the following technological developments according to their launch beginning from the first.

- (A) Google Chrome
- (B) Yahoo
- (C) Mozilla Firefox
- (D) Internet Explorer

Choose the correct answer from the options given below:

- (1) (A), (B), (C), (D)
- (2) (B), (D), (C), (A)
- (3) (B), (A), (D), (C)
- (4) (C), (B), (D), (A)

Correct Answer: (2) (B), (D), (C), (A)

Solution:

- **Objective:** To arrange the web browsers and web portal in chronological order based on their initial launch dates.
- **Launch Years of Technologies:**
 - (B) **Yahoo:** Founded in January **1994**.

- **(D) Internet Explorer:** Version 1.0 was released in August **1995**.
- **(C) Mozilla Firefox:** First released as "Phoenix" in September **2002**, re-named to Firefox in 2004.
- **(A) Google Chrome:** Launched in September **2008**.
- **Chronological Sequence:** The correct order based on launch year is:
 1. Yahoo (1994) - (B)
 2. Internet Explorer (1995) - (D)
 3. Mozilla Firefox (2002/2004) - (C)
 4. Google Chrome (2008) - (A)
- **Conclusion:** The correct sequence is (B), (D), (C), (A).

💡 Quick Tip

Remember the "browser wars" of the late 1990s, where Internet Explorer overtook Netscape. Firefox emerged in the early 2000s as a major open-source alternative, followed by Google Chrome's rise to dominance in the late 2000s. Yahoo predates all of these as one of the earliest internet giants.

33. A good news report should have the following qualities:

- (A) Ambiguity**
- (B) Objectivity**
- (C) Subjectivity**
- (D) Credibility**

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (B) and (C) only
- (3) (B) and (D) only
- (4) (B), (C) and (D) only

Correct Answer: (3) (B) and (D) only

Solution:

- **Objective:** To identify the essential positive qualities of a well-written news report from the given options.
- **Analysis of Qualities:**
 - **(A) Ambiguity:** Being unclear or open to multiple interpretations. This is an undesirable quality in news reporting.
 - **(B) Objectivity:** Presenting facts without influence from personal feelings or opinions. This is a crucial quality.

- **(C) Subjectivity:** Basing judgments on personal opinions. This is the opposite of objectivity and is undesirable in hard news.
- **(D) Credibility:** Being trusted and believed in. A report must be accurate and well-sourced to be credible. This is an essential quality.
- **Conclusion:** The desirable qualities for a good news report are **Objectivity (B)** and **Credibility (D)**.

💡 Quick Tip

To remember the core principles of journalism, think of the "5 Ws and H" (Who, What, When, Where, Why, How), which focus on factual reporting. Key qualities like Objectivity, Accuracy, and Credibility are all centered on presenting facts, while Subjectivity and Ambiguity detract from this goal.

34. Which of the following is not an ethical practice?

- (A) Sensationalism**
- (B) Plagiarism**
- (C) Paid news**
- (D) Fake news**

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (B) and (C) only
- (3) (A), (B), (C) and (D)
- (4) (B), (C) and (D) only

Correct Answer: (3) (A), (B), (C) and (D)

Solution:

- **Objective:** To identify which of the listed practices are considered unethical in journalism. The question "is not an ethical practice" means "is an unethical practice".
- **Analysis of Practices:**
 - **(A) Sensationalism:** Presenting news to provoke excitement at the expense of accuracy. This is unethical.
 - **(B) Plagiarism:** Using someone else's work as one's own. This is a serious ethical breach.
 - **(C) Paid news:** Presenting paid advertisements as unbiased news. This deception is unethical.
 - **(D) Fake news:** Deliberately creating and sharing false information disguised as news. This is fundamentally unethical.

- **Conclusion:** All four practices listed—Sensationalism, Plagiarism, Paid news, and Fake news—are unethical. Therefore, the correct choice includes (A), (B), (C), and (D).

💡 Quick Tip

Ethical journalism is built on principles of truth, accuracy, fairness, and accountability. Any practice that deliberately misleads, deceives, or harms the public, such as sensationalism, plagiarism, paid news, or fake news, is a violation of these core ethics.

35. Advertising is a paid form of communication to inform and persuade people to buy:

- (A) An idea
- (B) A product
- (C) A service
- (D) A fantasy

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (B) and (C) only
- (3) (A), (B), (C) and (D)
- (4) (B), (C) and (D) only

Correct Answer: (2) (A), (B) and (C) only

Solution:

- **Objective:** To identify the core things that advertising aims to sell or promote.
- **Analysis of Advertising Targets:**
 - **(A) An idea:** Advertising is often used to promote ideas or causes (e.g., public service announcements, political campaigns). This is correct.
 - **(B) A product:** This is the most common purpose, promoting tangible goods for sale. This is correct.
 - **(C) A service:** Advertising is also used to promote intangible services (e.g., banking, insurance). This is correct.
 - **(D) A fantasy:** While ads use fantasy as a persuasive technique, the fantasy itself is not the item being sold. The transaction involves a product, service, or idea.
- **Conclusion:** The primary objectives of advertising are to persuade people to buy products, use services, or adopt ideas. Thus, the correct combination is (A), (B), and (C).

 Quick Tip

Think about the different types of ads you see. You see ads for cars (products), for mobile phone plans (services), and for social causes like "Save the Planet" (ideas). Fantasy is a tool used in these ads, but not the actual thing being sold.

36. Identify the option which has all journalistic terms listed together.

- (A) Byline, Headline, Dateline, Beat
- (B) Cub, Sub editor, Editor, Reporter
- (C) Undermine, Byline, Headline, Masthead
- (D) Masthead, Beat, Stringer, Sub Editor

Choose the correct answer from the options given below:

- (1) (A), (B) and (D) only
- (2) (A), (C) and (D) only
- (3) (B) and (C) only
- (4) (B), (C) and (D) only

Correct Answer: (1) (A), (B) and (D) only

Solution:

- **Objective:** To identify which lists contain words that are all exclusively related to journalism.
- **Analysis of Lists:**
 - **(A) Byline, Headline, Dateline, Beat:** All are core journalistic terms. This list is correct.
 - **(B) Cub, Sub editor, Editor, Reporter:** All are roles or job titles within a news organization. This list is correct.
 - **(C) Undermine, Byline, Headline, Masthead:** Contains "Undermine," a general verb, not a specific journalistic term. This list is incorrect.
 - **(D) Masthead, Beat, Stringer, Sub Editor:** All are journalistic terms. This list is correct.
- **Conclusion:** The lists containing only journalistic terms are (A), (B), and (D).

 Quick Tip

When faced with "identify all correct options" questions, use the process of elimination. Finding a single incorrect item in a list, like "Undermine" in list (C), allows you to quickly disqualify that entire list and any answer choices that include it.

37. Match List-I with List-II

List-I Author/thinker	List-II Newspapers
(A) Raja Rammohan Roy	(I) Mooknayak
(B) Mahatma Gandhi	(II) Kesari
(C) Dr. B.R. Ambedkar	(III) Mirat-ul-Akhbar
(D) Bal Gangadhar Tilak	(IV) Navjeevan

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (I), (B) - (II), (C) - (IV), (D) - (III)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Correct Answer: (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Solution:

- **Objective:** To match prominent Indian historical figures with the newspapers they founded or were associated with.
- **Matching Pairs:**
 - (A) **Raja Rammohan Roy** started the Persian journal (III) **Mirat-ul-Akhbar**.
 - (B) **Mahatma Gandhi** was associated with several newspapers, including (IV) **Navjeevan**.
 - (C) **Dr. B.R. Ambedkar** started the Marathi paper (I) **Mooknayak** (Leader of the Voiceless).
 - (D) **Bal Gangadhar Tilak** started two newspapers, including (II) **Kesari** (in Marathi).
- **Conclusion:** The correct set of matches is (A)-(III), (B)-(IV), (C)-(I), (D)-(II).

💡 Quick Tip

In history-based matching questions, even knowing one or two correct pairs can help eliminate incorrect options. For example, knowing that Tilak started 'Kesari' (D-II) and Ambedkar started 'Mooknayak' (C-I) is enough to identify option (4) as the only correct choice.

38. Match List-I with List-II

List-I	List-II
Ancient civilizations	Form of advertising that was used
(A) Emperor Ashoka	(I) Used signs to sell arts and crafts
(B) Harappa and Mohenjodaro	(II) Stones or pillars for making public announcements
(C) Rome	(III) Sales messages and wall posters on papyrus
(D) Egypt	(IV) Acta Diurna - a wall newspaper

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Correct Answer: (3) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)

Solution:

- **Objective:** To match ancient civilizations with their characteristic forms of public communication.
- **Matching Pairs:**
 - (A) **Emperor Ashoka** is famous for his Edicts, which were public announcements on (II) **stones or pillars**.
 - (B) **Harappa and Mohenjodaro** (Indus Valley) used intricate seals, which functioned as (I) **signs to sell arts and crafts** or mark goods.
 - (C) **Rome** introduced (IV) **Acta Diurna**, a wall newspaper with official notices.
 - (D) **Egypt** used papyrus to create (III) **sales messages and wall posters**.
- **Conclusion:** The correct set of matches is (A)-(II), (B)-(I), (C)-(IV), (D)-(III).

 Quick Tip

Associate key historical artifacts or concepts with their civilizations. Ashoka is synonymous with his pillars, Rome with innovations like Acta Diurna, and Egypt with papyrus. This can make matching much faster.

39. Match List-I with List-II

List-I	List-II
Films	Made by
(A) Charulata	(I) K. Asif
(B) Mughal-E-Azam	(II) Dada Saheb Phalke
(C) Yuva	(III) Satyajit Ray
(D) Raja Harishchandra	(IV) Mani Ratnam

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (I), (B) - (III), (C) - (II), (D) - (IV)
- (3) (A) - (III), (B) - (I), (C) - (IV), (D) - (II)
- (4) (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

Correct Answer: (3) (A) - (III), (B) - (I), (C) - (IV), (D) - (II)

Solution:

- **Objective:** To match landmark Indian films with their respective directors/makers.
- **Matching Pairs:**
 - (A) **Charulata** (1964) is a masterpiece directed by (III) **Satyajit Ray**.
 - (B) **Mughal-E-Azam** (1960) is an epic historical drama directed by (I) **K. Asif**.
 - (C) **Yuva** (2004) is a political thriller directed by (IV) **Mani Ratnam**.
 - (D) **Raja Harishchandra** (1913), India's first feature film, was made by (II) **Dadasaheb Phalke**.
- **Conclusion:** The correct set of matches is (A)-(III), (B)-(I), (C)-(IV), (D)-(II).

💡 Quick Tip

For film-related questions, remember the most iconic director-film pairings. Dadasaheb Phalke and 'Raja Harishchandra' is a foundational fact of Indian cinema. Similarly, Satyajit Ray is a globally recognized name often associated with films like 'Pather Panchali' and 'Charulata'.

40. Match List-I with List-II

List-I Concepts	List-II Explanation
(A) Netiquettes	(I) Online frauds
(B) Cyber crime	(II) Cyber activism
(C) Online deliberation of issues in a democracy	(III) Rapid circulation of information/opinion on local and global scale
(D) Social media	(IV) Respect other's privacy

Choose the correct answer from the options given below:

- (1) (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
- (2) (A) - (IV), (B) - (I), (C) - (II), (D) - (III)

- (3) (A) - (IV), (B) - (II), (C) - (III), (D) - (I)
(4) (A) - (II), (B) - (I), (C) - (IV), (D) - (III)

Correct Answer: (2) (A) - (IV), (B) - (I), (C) - (II), (D) - (III)

Solution:

- **Objective:** To match internet and digital communication concepts with their correct explanations.
- **Matching Pairs:**
 - (A) **Netiquettes** (network etiquette) refers to polite online behavior, a key principle of which is to (IV) **Respect other's privacy**.
 - (B) **Cyber crime** refers to criminal activity using computers, such as (I) **Online frauds**.
 - (C) **Online deliberation of issues in a democracy** is a form of (II) **Cyber activism**.
 - (D) **Social media** is defined by the (III) **Rapid circulation of information/opinion on local and global scale**.
- **Conclusion:** The correct set of matches is (A)-(IV), (B)-(I), (C)-(II), (D)-(III).

💡 Quick Tip

Break down the terms. "Netiquettes" clearly relates to "etiquette." "Cyber crime" relates to "crime" like fraud. This simple word association can help you quickly find the most likely matches and confirm your answer.

Directions: Read the passages carefully and answer the questions that follow.

Passage 1: Social impact of social media

The social impact of social media is by far the biggest, as social media work through the formation of social networks by users in a virtual world. Its most significant impact is the formation of networks which span space and time and leads to the free-flowing of cultures and formation of new cultures which impacts the world. It has impacted how people consume information, how the consumption of media has gone from public to private and personal. However, on the flip side, social media work on algorithms. The information a user gets through social media is determined by the user preferences, which is self-declared by the user and detected by the algorithm. Hence, if one is an environmentalist, then one will get news and user-generated content on environmental activism. This selective exposure of information is harmful to the user as the user is not able to get alternate perspectives, for example, the trade-off between development and the environment. In politics, this can lead to things like political polarization, being associated with a political party or ideology which is detrimental to democracy. This

is also what is called the "echo chamber" effect. Meanwhile, research has also shown evidence that social media use leads to the persuasion of political beliefs, i.e., individuals who use social media were more likely to have their political beliefs persuaded than those who did not.

41(a). According to the passage, selective exposure of information leads to _____?

- (A) Diverse information
- (B) Alternate perspective
- (C) Echo chamber effect
- (D) Development

Correct Answer: (C) Echo chamber effect

Solution:

- **Objective:** To identify the result of "selective exposure of information" as described in the passage.
- **Evidence from Passage:** The text states, "This selective exposure of information is harmful... as the user is not able to get alternate perspectives... This is also what is called the 'echo chamber' effect."
- **Analysis of Options:** Options (A) and (B) are contradicted by the passage. Option (D) is mentioned only as a missed perspective. Option (C) is directly identified as the result.
- **Conclusion:** The passage directly links selective exposure of information to the "echo chamber effect".

💡 Quick Tip

In reading comprehension, always look for direct evidence in the text to support your answer. Questions often test your ability to locate specific information and understand its direct implications.

41(b). Social media functions on:

- (A) Perspectives
- (B) Polarisation
- (C) Algorithms
- (D) Equations

Correct Answer: (C) Algorithms

Solution:

- **Objective:** To identify the functional basis of social media as described in the passage.
- **Evidence from Passage:** The text explicitly states, "...on the flip side, social media work on algorithms."
- **Analysis of Options:** Polarization is a consequence, not the mechanism. While algorithms use equations, "algorithms" is the specific term used in the text.
- **Conclusion:** The passage directly states that social media functions on algorithms.

💡 Quick Tip

Pay close attention to keywords. The question asks what social media "functions on," and the passage uses the exact phrase "work on algorithms," making the connection direct and clear.

41(c). Who determines the information which a user gets through social media?

- (A) Private players
- (B) Media houses
- (C) Corporates
- (D) Social media user preferences

Correct Answer: (D) Social media user preferences

Solution:

- **Objective:** To identify the factor that determines the information a user sees on social media.
- **Evidence from Passage:** The text states, "The information a user gets through social media is determined by the user preferences, which is self-declared by the user and detected by the algorithm."
- **Analysis of Options:** Options (A), (B), and (C) are incorrect as the passage specifies user preferences as the determining factor for filtering content for a specific user.
- **Conclusion:** According to the text, social media user preferences determine the information a user receives.

💡 Quick Tip

For "who" or "what" questions, scan the text for verbs like "determines," "controls," "is caused by," etc. The subject or object of these verbs often holds the answer.

41(d). Social media works through:

- (A) Free flowing of cultures
- (B) Formation of new cultures
- (C) Social organization
- (D) Virtual social network

Correct Answer: (D) Virtual social network

Solution:

- **Objective:** To identify the mechanism through which social media operates.
- **Evidence from Passage:** The first sentence states, "...social media work through the formation of social networks by users in a virtual world."
- **Analysis of Options:** (A) and (B) are impacts, not mechanisms. (D) "Virtual social network" is a concise summary of the mechanism described in the passage.
- **Conclusion:** The passage indicates that social media works through the creation of virtual social networks.

💡 Quick Tip
Differentiate between the mechanism (how something works) and the impact (what results from it). The question asks for the former. The first sentence of ten sets the stage by defining the core concept.

41(e). What is the most significant impact of social media?

- (A) Formation of political organization
- (B) Formation of environmental activists
- (C) Formation of networks
- (D) Formation of economic chambers

Correct Answer: (C) Formation of networks

Solution:

- **Objective:** To identify the "most significant impact" of social media according to the passage.
- **Evidence from Passage:** The second sentence states, "Its most significant impact is the formation of networks which span space and time..."
- **Analysis of Options:** The passage uses other options as examples or consequences, but explicitly names the formation of networks as the "most significant impact".

- **Conclusion:** The passage directly identifies the "formation of networks" as the most significant impact of social media.

💡 Quick Tip

When a question uses superlatives like "most," "best," or "primary," look for sentences in the passage that make a similar claim or judgment. The answer is often stated explicitly.

Passage 2: Community Engagement on the Internet for Social Change

The arena of community media has become much broader with the addition of the Internet. The medium is a great source to increase outreach through converging technology and transforming the content into a 'multimedia' format. We find fine instances of civil society and non-governmental organizations leading community-based newspapers and participatory video practices going for their online editions. For example, the newspaper Khabar Lahariya is published by the rural communities of Bundelkhand. This newspaper is also published on a portal in a multimedia format, including YouTube videos. This is being widely appreciated for being an 'alternative voice,' sensitizing, and mainstreaming the people. All of Khabar Lahariya's reporters are women who draw from their own experiences to share stories often ignored by the mainstream media. Similarly, with the local engagement of children in the age group of 15-18 years from marginalized tribal communities of northern Chhattisgarh, a UNICEF initiative - Sangwari Khabariya uses the medium of participatory videos to bring about social change in society. These children run their YouTube channel to post short news stories.

42(a). Which of the following is not associated with 'Khabar Lahariya'?

- (A) Local engagement of children
- (B) Alternative voice
- (C) Bundelkhand
- (D) Sensitising the people

Correct Answer: (A) Local engagement of children

Solution:

- **Objective:** To find the option not associated with 'Khabar Lahariya' based on the passage.
- **Details about 'Khabar Lahariya':** The passage states it is from Bundelkhand (C), is an 'alternative voice' (B), and helps in 'sensitizing' people (D).
- **Details about 'Sangwari Khabariya':** The passage associates the 'local engagement of children' (A) with the UNICEF initiative 'Sangwari Khabariya'.
- **Conclusion:** The 'Local engagement of children' is not associated with 'Khabar Lahariya'.

💡 Quick Tip

For "NOT" questions, the best strategy is elimination. Go through each option and find evidence for it in the text. The one option for which you cannot find supporting evidence is the correct answer.

42(b). Which of the following is incorrect about 'Sanwari Khabariya'?

- (A) Newspaper
- (B) UNICEF initiative
- (C) Participatory videos
- (D) Tribal communities of Chhattisgarh

Correct Answer: (A) Newspaper

Solution:

- **Objective:** To identify the incorrect statement about 'Sangwari Khabariya'.
- **Details about 'Sangwari Khabariya':** The passage describes it as a "UNICEF initiative" (B) involving "tribal communities of northern Chhattisgarh" (D) that "uses the medium of participatory videos" (C) and a YouTube channel.
- **Analysis:** The passage identifies 'Khabar Lahariya' as the newspaper. 'Sangwari Khabariya' is a video-based project.
- **Conclusion:** The statement that 'Sangwari Khabariya' is a newspaper is incorrect.

💡 Quick Tip

Be careful with names and details. The passage discusses two different initiatives, 'Khabar Lahariya' and 'Sangwari Khabariya'. Questions will often try to confuse you by mixing up details from both.

42(c). According to the passage, which of the following has all women reporters?

- (A) Khabar Khabariya
- (B) Sangwari Lahariya
- (C) Khabar Lahariya
- (D) Sangwari Khabariya

Correct Answer: (C) Khabar Lahariya

Solution:

- **Objective:** To identify the organization with all-women reporters.
- **Evidence from Passage:** The text explicitly states, "All of Khabar Lahariya's reporters are women..."
- **Analysis of Options:** The passage gives this detail only for 'Khabar Lahariya'. Options (A) and (B) are incorrect names.
- **Conclusion:** 'Khabar Lahariya' is the organization with all women reporters.

💡 Quick Tip

When options have very similar names, double-check the text to ensure you are attributing the detail to the correct entity. Misattributing facts is a common trap in reading comprehension tests.

42(d). The newspaper 'Khabar Lahariya' is published by:

- (A) Government organization
- (B) UNICEF
- (C) Rural communities
- (D) Urban communities

Correct Answer: (C) Rural communities

Solution:

- **Objective:** To identify the publisher of 'Khabar Lahariya'.
- **Evidence from Passage:** The passage says, "...the newspaper Khabar Lahariya is published by the rural communities of Bundelkhand."
- **Analysis of Options:** The text explicitly names "rural communities". UNICEF is linked to the other initiative.
- **Conclusion:** 'Khabar Lahariya' is published by rural communities.

💡 Quick Tip

Always rely solely on the information provided in the passage. Even if you have prior knowledge about the topic, your answers must be based only on the given text.

42(e). Which of the following has helped the community media to become much broader?

- (A) Newspaper

- (B) TV
- (C) Radio
- (D) Internet

Correct Answer: (D) Internet

Solution:

- **Objective:** To identify what has caused community media to become "much broader".
- **Evidence from Passage:** The first sentence states, "The arena of community media has become much broader with the addition of the Internet."
- **Analysis of Options:** The passage directly credits the Internet for this expansion.
- **Conclusion:** The Internet has helped community media to become much broader.

 Quick Tip

The opening sentence of a passage often introduces the main topic or the central change that the text will discuss. It's a high-yield place to look for answers to main idea questions.