

CUET-UG Mass Media & Communication Sample Paper - 16

Duration: 1 Hour

Maximum Marks: 250

Instructions

- This paper contains a total of 50 Multiple Choice Questions.
- Each correct answer carries **+5 marks**.
- Each incorrect answer carries **-1 mark**.
- No negative marking for unattempted questions.

Q1. According to the Shannon-Weaver Model, the 'Mathematical Theory of Communication' suggests that 'Information' is not a measure of content, but rather a measure of:

- (A) The truthfulness of the transmitter's intent
- (B) The degree of choice or freedom one has in selecting a message (Uncertainty)
- (C) The physical strength of the electromagnetic signal in the channel
- (D) The social impact the message has on a mass audience

Q2. Match List I (Ad/PR Strategy) with List II (Objective):

List I (Strategy)	List II (Objective)
(I) Crisis Management	(a) Building long-term brand equity and USP
(II) Brand Building	(b) Minimizing reputational damage during a scandal
(III) Covert Advertising	(c) Blurring the line between content and promotion
(IV) PRO Role	(d) Acting as a liaison between org and publics

- (A) (I)-(b), (II)-(a), (III)-(c), (IV)-(d)
- (B) (I)-(a), (II)-(b), (III)-(d), (IV)-(c)
- (C) (I)-(c), (II)-(d), (III)-(a), (IV)-(b)
- (D) (I)-(d), (II)-(c), (III)-(b), (IV)-(a)

Q3. The transition from 'Terrestrial' to 'Satellite' television in India (beginning with the SITE project in 1975) fundamentally shifted the TV medium from:



- (A) A community-based listening model to a purely individualistic viewing model
- (B) A local, city-centric transmission to a pan-national reach for rural development
- (C) A private commercial enterprise to a state-controlled monopoly
- (D) A digital bitstream to an analog frequency modulation

Q4. Match List I (Concept/Law) with List II (Key Feature/Definition):

List I (Concept/Law)	List II (Key Feature)
(I) Shannon-Weaver Model	(a) Summary Lead followed by descending order of importance
(II) Inverted Pyramid	(b) Signal-to-Noise Ratio and Entropy
(III) Article 19(2)	(c) Absolute Privilege in judicial proceedings
(IV) Defamation Defense	(d) Reasonable restrictions on Freedom of Speech

- (A) (I)-(b), (II)-(a), (III)-(d), (IV)-(c)
- (B) (I)-(a), (II)-(b), (III)-(c), (IV)-(d)
- (C) (I)-(b), (II)-(d), (III)-(a), (IV)-(c)
- (D) (I)-(d), (II)-(a), (III)-(b), (IV)-(c)

Q5. The 'Two-Step Flow' theory of communication, which refined the 'Magic Bullet' concept, posits that social change is most effective when mass media messages are mediated by:

- (A) Corporate advertisers who fund the broadcasting stations
- (B) 'Opinion Leaders' who interpret and pass information to their social circles
- (C) Government censors who ensure the accuracy of the development data
- (D) Algorithms that personalize news feeds based on user history

Q6. The 'Golden Age of Radio' (1930s-40s) saw the medium evolve into the 'Electronic Hearth.' This metaphor refers to the radio's role as:

- (A) A tool for maritime safety and point-to-point signaling
- (B) A literal heating device used in cold climates before the invention of electric heaters



- (C) A central family gathering point that provided shared social and cultural experiences
- (D) A primary source of heat for industrial printing presses

Q7. While the 'Inverted Pyramid' is the standard for hard news, the 'Hourglass' structure is an advanced variation where the story:

- (A) Ends with the most important information to keep the reader's attention
- (B) Begins with a lead, transitions to a chronological narrative, and ends with a summary
- (C) Uses only the 5Ws and avoids the 1H entirely to save space
- (D) Presents two conflicting opinions of equal weight throughout the piece

Q8. In investigative journalism, the '1H' (How) often investigates the 'Modus Operandi.' This is most crucial in stories regarding:

- (A) Natural disasters where the timing is the primary factor
- (B) Financial scams or systemic corruption where the process of execution is the news
- (C) Celebrity obituaries where the 'Who' is the only relevant factor
- (D) Sports results where only the 'What' (the score) matters

Q9. Under the Indian Penal Code, a journalist can be protected from a 'Defamation' charge if they prove the statement was made in 'Good Faith.' This legally implies:

- (A) The journalist personally liked the subject of the story
- (B) The journalist had no intention of making a profit from the story
- (C) The journalist exercised 'Due Care and Attention' in verifying the facts before publication
- (D) The journalist published the story as a 'Letter to the Editor'

Q10. Which ethical principle is violated when a journalist engages in 'Sensationalism'—over-hyping a minor event to gain attention?



- (A) The Principle of Proportionality
- (B) The Right to Information
- (C) The Principle of Confidentiality
- (D) The 'Fair Use' doctrine of copyright

Q11. Match List I (Production Stages/Equipment) with List II (Primary Function):

List I (Stage/Tool)	List II (Function)
(I) Pre-production	(a) Finalizing color grading and Foley sound
(II) Post-production	(b) Script breakdown and location scouting
(III) Cardioid Microphone	(c) Adjusting signal levels to prevent clipping
(IV) Mixer Gain Control	(d) Unidirectional pickup for studio voice-overs

- (A) (I)-(a), (II)-(b), (III)-(c), (IV)-(d)
- (B) (I)-(b), (II)-(a), (III)-(d), (IV)-(c)
- (C) (I)-(c), (II)-(d), (III)-(b), (IV)-(a)
- (D) (I)-(b), (II)-(d), (III)-(a), (IV)-(c)

Q12. The 'Shield Laws' in various jurisdictions (and the ethical stance in India) protect a journalist's right to:

- (A) Carry hidden cameras into government offices without a permit
- (B) Refuse to disclose the identity of a confidential source to the authorities
- (C) Publish copyrighted materials without paying the original owner
- (D) Avoid paying income tax on their professional earnings

Q13. In a news report, a 'Nut Graph' is a paragraph that:

- (A) Contains only the humorous aspects of a story to entertain the reader
- (B) Explains the context and the 'so-what' factor—why the story is significant now
- (C) Lists all the sources used in the story at the very end
- (D) Provides the physical address of the newspaper's headquarters



- Q14.** 'Covert Advertising' often takes the form of 'Native Advertising.' How does this differ from traditional commercials?
- (A) It is only shown on local or 'native' television channels
- (B) It mimics the editorial style and format of the platform it appears on, making it look like news or a feature
- (C) It uses only the local language of the region to sell products
- (D) It is completely free of charge for the advertiser
- Q15.** In 'Brand Building,' the 'Unique Selling Proposition' (USP) is critical because it identifies:
- (A) The lowest price at which a product can be sold to the public
- (B) The specific benefit or feature that makes a product superior to and different from its competitors
- (C) The total number of employees working for the brand's parent company
- (D) The legal date on which the brand's trademark expires
- Q16.** During 'Crisis Management,' an organization that adopts a 'Full Apology' strategy (Coombs' Situational Crisis Communication Theory) is attempting to:
- (A) Deny all responsibility and blame a third party
- (B) Shift the focus to the positive things the company has done in the past
- (C) Accept full responsibility and ask for forgiveness to repair the brand's reputational capital
- (D) File a lawsuit against the media to prevent further coverage
- Q17.** Match List I (Cinema Pioneer/Movement) with List II (Significant Contribution):

List I (Pioneer)	List II (Contribution)
(I) Lumiere Brothers	(a) 'Manthan' and the White Revolution
(II) Dadasaheb Phalke	(b) The Cinématographe and public screenings
(III) Shyam Benegal	(c) 'Raja Harishchandra' and mythological tropes
(IV) Film Noir	(d) High-contrast Chiaroscuro lighting



- (A) (I)-(b), (II)-(c), (III)-(a), (IV)-(d)
- (B) (I)-(c), (II)-(b), (III)-(d), (IV)-(a)
- (C) (I)-(a), (II)-(d), (III)-(b), (IV)-(c)
- (D) (I)-(b), (II)-(a), (III)-(c), (IV)-(d)

Q18. A 'Pseudo-event,' a term coined by Daniel Boorstin, is frequently used in PR to:

- (A) Report on natural disasters that never actually happened
- (B) Create an event (like a press conference or ribbon-cutting) solely to gain media coverage
- (C) Secretly hack into a competitor's database
- (D) Distribute free samples of a product in rural villages

Q19. In the 'Pre-production' stage, the 'Storyboard' serves as a visual bridge between:

- (A) The final edited video and the broadcast signal
- (B) The written script and the actual camera shots to be filmed
- (C) The producer's budget and the bank's loan department
- (D) The actors' costumes and the set's lighting

Q20. The 'Production Switcher' (Vision Mixer) in a live studio environment is used primarily to:

- (A) Record the audio on a separate digital tape
- (B) Select and cut between different camera feeds and graphics in real-time
- (C) Adjust the physical height of the camera tripods
- (D) Write the teleprompter text for the news anchor

Q21. A 'Magazine Program' format in television is characterized by:

- (A) A single, continuous plotline that lasts for 60 minutes
- (B) A series of diverse, shorter segments (interviews, reviews, features) tied together by a host



- (C) A live broadcast of a parliament session without any editing
- (D) A program that consists entirely of printed text scrolling on the screen

Q22. During the 'Post-production' stage, 'Continuity Editing' (or 180-degree rule) is essential to:

- (A) Ensure that the characters maintain a consistent spatial relationship and don't 'jump' on screen
- (B) Make sure the background music is louder than the dialogue
- (C) Ensure the program finishes exactly at the 30-minute mark
- (D) Change the genre of the show from a comedy to a thriller

Q23. When "Scripting for the Ear," the use of 'Word Pictures' is essential because Radio is a 'Blind Medium.' This technique primarily involves:

- (A) Describing every visual detail in a complex, academic manner
- (B) Using evocative, concrete nouns and active verbs to trigger the listener's imagination
- (C) Reading out the descriptions of the studio equipment during the show
- (D) Providing a printed transcript of the audio to every listener

Q24. Which Microphone pickup pattern is 'Heart-shaped' and is ideal for a solo Radio Jockey (RJ) because it rejects sound coming from the rear and sides of the mic?

- (A) Omnidirectional
- (B) Bidirectional (Figure-of-Eight)
- (C) Cardioid
- (D) Shotgun (Lobar)

Q25. In a Radio Mixer, the 'PFL' (Pre-Fade Listen) or 'Cue' button allows the producer to:

- (A) Increase the volume of the broadcast signal for the audience



- (B) Listen to a source (like a song or caller) privately through headphones before sliding the fader up for the live broadcast
- (C) Automatically mute the microphone if the presenter sneezes
- (D) Record the entire show directly onto a CD

Q26. Dadasaheb Phalke's 'Raja Harishchandra' (1913) is technically significant because, despite being a silent film, it utilized:

- (A) Hand-painted color frames for every sequence
- (B) Indigenous technical expertise and trick photography to create 'supernatural' effects
- (C) Synchronized gramophone records for dialogue
- (D) Professional actors imported from the British theater circuit

Q27. The Lumiere Brothers' first public screening at the Grand Café in 1895 is often cited as the birth of cinema because their 'Cinématographe' was:

- (A) The first device to record 3D images
- (B) A portable device that served as a camera, printer, and projector, allowing for collective viewing
- (C) The first machine to use digital sensors instead of celluloid
- (D) Exclusively used to film fictional stories with complex plots

Q28. Shyam Benegal's 'Manthan' (1976) represents the 'Parallel Cinema' movement's commitment to social realism by depicting:

- (A) The life of urban elites in post-independence Mumbai
- (B) The grassroots struggle and collective action involved in the White Revolution (Milk Co-operatives)
- (C) A romantic musical set in the Swiss Alps
- (D) A high-octane spy thriller involving international borders

Q29. The 'Auteur Theory,' often applied to Parallel Cinema directors, suggests that the 'Author' of a film is:



- (A) The screenwriter who wrote the original dialogue
- (B) The lead actor whose face appears on the poster
- (C) The Director, whose personal creative vision gives the film a unique style and thematic consistency
- (D) The producer who provided the financial capital

Q30. The 'Slapstick' comedy genre is defined primarily by its reliance on:

- (A) Complex, witty dialogue and intellectual satire
- (B) Physical humor involving exaggerated motions, practical jokes, and 'mishaps'
- (C) Dark, somber themes and tragic endings
- (D) Documentary-style realism and non-professional actors

Q31. 'Cyber Activism' or 'E-Activism' is distinct from traditional activism because it uses 'Distributed Networks' to:

- (A) Centralize all decision-making in a single government office
- (B) Rapidly mobilize large groups of people across geographical boundaries at a low cost
- (C) Ensure that only people with university degrees can join a protest
- (D) Physically block the internet signals of opposing political parties

Q32. In the context of 'Democratic Role,' Social Media platforms act as a 'Virtual Public Sphere.' This concept, originally by Jürgen Habermas, implies a space where:

- (A) Only the wealthy can discuss private business matters
- (B) Private individuals come together as a public to engage in rational-critical debate on matters of general interest
- (C) The state dictates what every citizen should think about the economy
- (D) Advertisements are the only form of communication allowed

Q33. Match List I (Digital Phenomenon) with List II (Description):



List I (Phenomenon)	List II (Description)
(I) Cyber Activism	(a) Intentional provocation to disrupt discourse
(II) Trolling	(b) Digital mobilization for social/political causes
(III) Media Convergence	(c) Flow of content across multiple media platforms
(IV) Netiquette	(d) Informal code of conduct for online interaction

- (A) (I)-(a), (II)-(b), (III)-(c), (IV)-(d)
 (B) (I)-(b), (II)-(a), (III)-(c), (IV)-(d)
 (C) (I)-(c), (II)-(d), (III)-(a), (IV)-(b)
 (D) (I)-(d), (II)-(c), (III)-(b), (IV)-(a)

Q34. The 'Netiquette' guideline regarding 'Data Privacy' suggests that users should:

- (A) Share as much personal information as possible to build trust
 (B) Respect the privacy of others and avoid 'Doxing' (publishing private information without consent)
 (C) Always use their real home address as their profile picture
 (D) Tag all their friends in every advertisement they see

Q35. The 'Filter Bubble' on social media is a result of personalized algorithms that:

- (A) Allow users to see every possible viewpoint on a subject
 (B) Isolate users from information that challenges their existing beliefs, showing them only what they 'like'
 (C) Automatically delete any post that contains a spelling error
 (D) Force users to watch educational documentaries once a week

Q36. 'Media Convergence' has led to the rise of 'Multi-skilling' in New Media journalism. This means a single journalist is now expected to:

- (A) Only write text for printed newspapers
 (B) Report, film, edit, and upload stories across various digital formats (Text, Video, Social Media)
 (C) Work for only one media house for their entire career
 (D) Avoid using any digital technology in the newsroom



- Q37.** The 'Internet Paradigm Shift' from 'One-to-Many' to 'Many-to-Many' communication means that:
- (A) The audience is still purely passive and only receives information
 - (B) Every user has the potential to be a broadcaster, enabling a participatory culture
 - (C) Governments have more control over information than they did in the analog age
 - (D) The cost of broadcasting has become so high that only billionaires can do it
- Q38.** The 'Rapidity of Opinion' in New Media environments often results in 'Cancel Culture.' This phenomenon is characterized by:
- (A) A slow, judicial process of reviewing a person's mistakes over several years
 - (B) Mass public shaming and the withdrawal of support for individuals or entities following perceived social transgressions
 - (C) A government law that cancels all social media accounts every five years
 - (D) The process of deleting old emails to save server space
- Q39.** The concept of 'Interactivity' in New Media refers to the ability of the user to:
- (A) Only watch a video from beginning to end without stopping
 - (B) Actively engage with, influence, and modify the content and timing of the information they receive
 - (C) Physically touch the pixels on their screen to change their color
 - (D) Print out every website they visit
- Q40.** 'Digital Native' is a term used in New Media studies to describe individuals who:
- (A) Were born before the invention of the personal computer
 - (B) Have grown up in the era of ubiquitous digital technology and are inherently "fluent" in its use
 - (C) Refuse to use the internet for any reason



(D) Are professional computer engineers working for Google or Meta

Passage I

Read the passage below carefully. The questions that follow (Questions 41 to 45) are based on the information provided in this text. Choose the one best answer for each question.

"The contemporary media landscape is defined by the 'Convergence Culture,' where the boundaries between the producer and the consumer have blurred into the 'Prosumer.' While this shift, driven by the 'Internet Paradigm,' has democratized information, it has simultaneously destabilized the 'Gatekeeping' function traditionally held by legacy journalism. In this decentralized ecosystem, the 'Rapidity of Opinion' often outpaces the 'Verification of Fact,' leading to the proliferation of 'Post-Truth' narratives. Furthermore, the 'Social Responsibility' of the media is now challenged by 'Algorithmic Curation,' which prioritizes 'Virality' over 'Veracity.' As news becomes a commodity optimized for engagement, the 'Public Sphere' risks becoming a collection of 'Echo Chambers,' where 'Netiquette' is frequently abandoned in favor of 'Trolling' and polarized discourse. The challenge for the future of Mass Communication is to reconcile the speed of New Media with the ethical rigors of traditional journalism."

- Q41.** The passage mentions the shift from 'Producer/Consumer' to 'Prosumer.' Within the 'Internet Paradigm,' this primarily implies that:
- (A) Consumers now have to pay professional prices for all digital content
 - (B) The audience has gained the tools to both create and consume media, bypassing traditional gatekeepers
 - (C) Professional journalists have stopped producing news entirely
 - (D) All digital media is now produced by government-run corporations
- Q42.** According to the text, what is the primary consequence of 'Rapidity of Opinion' in the current media ecosystem?
- (A) It ensures that the public receives the most accurate information instantly



- (B) It often outpaces the 'Verification of Fact,' potentially leading to 'Post-Truth' narratives
- (C) It strengthens the 'Gatekeeping' function of legacy newspapers
- (D) It guarantees that 'Netiquette' is strictly followed by all users

Q43. The author suggests that 'Algorithmic Curation' presents a challenge to the 'Social Responsibility' of the media because it:

- (A) Only shows news that has been verified by a panel of international experts
- (B) Prioritizes 'Virality' (how much a post spreads) over 'Veracity' (the truth of the post)
- (C) Completely eliminates the need for advertising in digital media
- (D) Forces users to read long-form investigative reports daily

Q44. In the context of the passage, 'Echo Chambers' are described as a risk to the 'Public Sphere' because they:

- (A) Facilitate rational-critical debate between people of opposing views
- (B) Silo users into groups where they only encounter information that reinforces their existing biases
- (C) Provide free high-speed internet to all rural areas
- (D) Represent the highest form of 'Cyber Activism' in a democracy

Q45. Which of the following best describes the 'Paradox of Democracy' presented in the passage?

- (A) New Media provides more tools for information but less profit for corporations
- (B) The democratization of media has empowered the public while simultaneously destabilizing truth and civil discourse
- (C) Traditional journalism is more ethical but faster than New Media
- (D) 'Trolling' is considered a form of 'Netiquette' in the digital ecosystem



Passage II

Read the passage below carefully. The questions that follow (Questions 46 to 50) are based on the information provided in this text. Choose the one best answer for each question.

"The 'Digital Revolution' has precipitated a transition from 'Legacy Media' to a 'Convergent Ecosystem.' Unlike the linear consumption patterns of the 20th century, the 'Internet Paradigm Shift' has fostered a 'Non-Linear' experience defined by 'Hypertextuality.' In this new landscape, the 'Rapidity of Opinion' often outpaces the ethical mandates of traditional journalism, leading to a phenomenon known as 'Information Overload' or 'Data Smog.' Central to this shift is the concept of 'Media Convergence,' which is not merely the technical merging of platforms but a cultural shift where the roles of the 'Producer' and 'Consumer' blur into the 'Prosumer.' While this allows for unprecedented 'Cyber Activism,' it also enables the 'Echo Chamber' effect, where algorithms prioritize 'Engagement' over 'Enlightenment,' reinforcing existing biases and potentially undermining the democratic role of a pluralistic press."

- Q46.** According to the passage, how does 'Hypertextuality' define the New Media experience?
- (A) It forces the user to follow a strict, chronological sequence of information.
 - (B) It enables a 'Non-Linear' experience where users navigate through linked information.
 - (C) It limits the user's ability to interact with the content.
 - (D) It refers to the physical texture of the digital screen.
- Q47.** The term 'Data Smog' in the context of the passage most likely refers to:
- (A) The physical pollution caused by hardware manufacturing plants.
 - (B) A state of 'Information Overload' where the volume of data exceeds the ability to process it.
 - (C) The process of encrypting data to protect user privacy.



(D) The technical failure of a satellite transmission signal.

Q48. The passage defines 'Media Convergence' as more than just a technical phenomenon. What is its cultural dimension?

(A) The total replacement of digital media by traditional print newspapers.

(B) The blurring of roles between the 'Producer' and 'Consumer' into a 'Prosumer.'

(C) The government's ability to control all social media accounts.

(D) The reduction of all media content into a single language.

Q49. What is identified as the primary driver for 'Echo Chambers' on digital platforms?

(A) The lack of technical infrastructure in developing countries.

(B) Algorithms that prioritize 'Engagement' (keeping users on the platform) over 'Enlightenment.'

(C) The legal requirement for all journalists to use 'Hypertextuality.'

(D) The slow 'Rapidity of Opinion' in the digital ecosystem.

Q50. Based on the author's tone, what is the primary risk posed by the 'Internet Paradigm Shift' to a democratic society?

(A) An increase in the cost of high-quality journalism.

(B) The potential undermining of a pluralistic press through the reinforcement of biases.

(C) The total elimination of 'Cyber Activism' from the public sphere.

(D) The return to a linear consumption model of the 20th century.



Detailed Solutions**Q1.****Solution**

Concept: The Shannon-Weaver Model views communication as a process of transmitting information through a channel with possible noise interference. In the Mathematical Theory of Communication, information is not concerned with meaning or content, but with uncertainty or unpredictability. The greater the number of possible message choices, the higher the information value, which is measured in terms of entropy rather than semantic meaning.

Solution: According to Claude Shannon's theory, information is fundamentally a measure of uncertainty or the degree of choice available in selecting a message from a set of possible alternatives. It does not deal with truthfulness, physical signal strength, or social impact. Instead, it quantifies unpredictability in communication. Thus, when more possible messages exist, information content increases because uncertainty is higher. This mathematical abstraction helps in designing efficient communication systems by reducing noise and improving signal clarity. Therefore, the correct option highlights uncertainty as the core idea behind information measurement in this model.

Final Answer: The degree of choice or freedom one has in selecting a message (Uncertainty)

Answer: (B)

Q2.**Solution**

Concept: Advertising and public relations strategies are designed with specific communication objectives such as crisis response, brand development, covert messaging, and organizational liaison functions. Crisis management focuses on protecting reputation during emergencies, while brand building develops long-term identity. Covert advertising hides promotional intent, and PRO roles connect organizations with their stakeholders.

Solution: Crisis management is aimed at minimizing reputational damage during scandals or emergencies. Brand building focuses on creating long-term brand equity and a unique selling proposition. Covert advertising involves subtle promotion where commercial intent is hidden within content formats. The Public Relations Officer (PRO) acts as a liaison between an organization and its publics, ensuring smooth communication flow. By matching each strategy with its correct objective, we identify the logical alignment of communication functions. Hence, the correct mapping is I-b, II-a, III-c, and IV-d, which correctly reflects standard PR and advertising frameworks.

Final Answer: (I)-(b), (II)-(a), (III)-(c), (IV)-(d)

Answer: (A)



Q3.

Solution

Concept: The evolution of Indian television from terrestrial broadcasting to satellite transmission marked a major shift in media accessibility, reach, and purpose. The SITE project initially used satellite technology for developmental communication in rural India, expanding the scope of television beyond urban centers and transforming it into a mass outreach tool.

Solution: The transition from terrestrial to satellite television through initiatives like SITE (Satellite Instructional Television Experiment) in 1975 significantly changed the nature of broadcasting in India. Earlier terrestrial TV had limited geographic reach, primarily serving cities. Satellite television enabled nationwide transmission, especially targeting rural and developmental communication needs. This shift was not about privatization or signal modulation but about expanding access and coverage. Therefore, the correct interpretation is that television moved from a local, city-centric system to a pan-national medium aimed at rural development and mass education, making broadcasting more inclusive and widespread.

Final Answer: A local, city-centric transmission to a pan-national reach for rural development

Answer: (B)

Q4.

Solution

Concept: Communication theories, legal frameworks, and journalistic structures define how information is transmitted, regulated, and presented. The Shannon-Weaver Model emphasizes entropy, the inverted pyramid prioritizes news structure, Article 19(2) defines speech restrictions, and defamation law includes legal protections like privilege as defense mechanisms.

Solution: The Shannon-Weaver Model is associated with entropy and signal-to-noise ratio in communication. The inverted pyramid structure presents news in descending order of importance, starting with the most critical information. Article 19(2) of the Indian Constitution allows reasonable restrictions on freedom of speech in the interest of public order and security. In defamation law, defenses include absolute privilege, especially in judicial proceedings where statements are protected. Matching these correctly gives I-b, II-a, III-d, and IV-c. This alignment reflects standard principles in media law and journalism practice.

Final Answer: (I)-(b), (II)-(a), (III)-(d), (IV)-(c)

Answer: (A)



Q5.

Solution

Concept: The Two-Step Flow theory of communication suggests that media effects are not direct but mediated through influential individuals. These opinion leaders interpret messages from mass media and then transmit them to others, shaping public opinion and facilitating social change more effectively than direct media exposure.

Solution: Paul Lazarsfeld's Two-Step Flow theory refined earlier mass communication models by introducing the role of opinion leaders. According to this theory, media messages first reach influential individuals who actively interpret and filter information before passing it on to their social networks. These opinion leaders play a crucial role in shaping attitudes and behavior within communities. This model rejects the idea of direct mass influence and instead emphasizes interpersonal communication as the key driver of social change. Therefore, the correct answer identifies opinion leaders as the mediating force between media and audiences.

Final Answer: 'Opinion Leaders' who interpret and pass information to their social circles

Answer: (B)

Q6.

Solution

Concept: The Golden Age of Radio refers to the period when radio became a dominant mass medium, deeply integrated into daily life. It functioned as a shared cultural space, often described metaphorically as the "electronic hearth," bringing families together for entertainment, news, and storytelling.

Solution: During the 1930s and 1940s, radio evolved into a powerful medium that shaped public culture and domestic life. The term "electronic hearth" symbolizes its role as the modern equivalent of a traditional fireplace, around which families gathered. Radio provided shared listening experiences such as dramas, news broadcasts, and music, creating a collective cultural environment. It was not merely a technical device or industrial tool but a social and emotional center of the household. Hence, the correct interpretation highlights its function as a family gathering point for shared experiences.

Final Answer: Shared family listening and cultural experience

Answer: (C)



Q7.

Solution

Concept: News writing structures such as the inverted pyramid and hourglass model determine how information is organized for reader engagement. The inverted pyramid prioritizes key facts first, while the hourglass structure blends it with narrative storytelling by combining summary leads and chronological development.

Solution: The hourglass structure in journalism is an advanced storytelling format that begins with a strong lead summarizing the main news, similar to the inverted pyramid. It then transitions into a chronological narrative that provides context, details, and progression of events. Finally, it concludes with a summary or closing statement that reinforces the key message. This structure balances factual reporting with storytelling techniques, making it engaging while retaining clarity. It does not prioritize ending with key facts or present conflicting opinions equally throughout. Therefore, the correct answer describes its three-part flow of lead, narrative, and summary.

Final Answer: Lead → narrative → summary structure

Answer: (B)

Q8.

Solution

Concept: In investigative journalism, the 5Ws and 1H framework helps uncover complete truth, where “How” focuses on the modus operandi or method of execution. This aspect is crucial when the process itself reveals intent, planning, and systemic failure. It is especially significant in complex cases where understanding the mechanism of action exposes deeper layers of crime or wrongdoing beyond surface-level events.

Solution: The “How” element in investigative journalism is essential because it explains the method or process behind an event, often referred to as the modus operandi. This becomes especially important in cases where the procedure of committing the act is more significant than the event itself. Financial scams, cyber frauds, and systemic corruption are prime examples where understanding the execution reveals patterns, loopholes, and institutional failures. Unlike natural disasters or sports results, these stories depend heavily on uncovering methods, tools, and sequences used by perpetrators. Hence, the investigative focus shifts from just reporting what happened to explaining how it was carried out in detail, making it central to exposing truth and accountability.

Final Answer: Financial scams or systemic corruption involving modus operandi

Answer: (B)



Q9.

Solution

Concept: In defamation law under the Indian Penal Code, the defense of “good faith” protects journalists when they publish information honestly, without malice, and after exercising due care. It emphasizes responsible reporting, fact-checking, and reasonable diligence rather than personal belief, profit motive, or format of publication.

Solution: The legal concept of “good faith” in defamation cases means that the journalist must have acted with honesty and exercised due care and attention before publishing the information. It does not depend on personal liking, financial intent, or the format of publication such as letters to the editor. Instead, courts evaluate whether reasonable steps were taken to verify facts and whether the reporting was responsible and without malicious intent. If a journalist has properly investigated the facts, cross-checked sources, and avoided negligence, they may be protected from defamation liability. Therefore, the correct interpretation focuses on due diligence and factual verification as the essence of good faith in journalism.

Final Answer: Due care and attention in fact verification

Answer: (C)

Q10.

Solution

Concept: Journalism ethics emphasize accuracy, balance, and proportionality in reporting. Sensationalism occurs when minor events are exaggerated to attract attention, violating the ethical principle of proportional representation of facts. This distorts reality and misleads audiences by inflating importance beyond factual significance.

Solution: Sensationalism in journalism involves exaggerating or over-hyping minor incidents to make them appear more dramatic or important than they actually are. This practice directly violates the ethical principle of proportionality, which requires journalists to present news in a balanced manner according to its real significance. Instead of informing the public objectively, sensationalism distorts perception and prioritizes attention-grabbing content over factual accuracy. It does not relate to copyright law, confidentiality, or information rights directly, but primarily concerns responsible representation of facts. Therefore, the ethical breach occurs when news value is manipulated beyond its actual importance, making proportionality the correct principle violated.

Final Answer: The Principle of Proportionality

Answer: (A)



Q11.

Solution

Concept: Media production involves structured stages and specialized equipment, each serving a distinct function. Pre-production includes planning activities like scripting and location scouting, post-production focuses on editing and finishing, microphones control sound capture, and mixer gain adjusts audio levels to prevent distortion or clipping during recording.

Solution: In media production, pre-production is the planning phase where script breakdown, budgeting, and location scouting take place. Post-production involves final editing tasks such as color grading and adding sound effects like Foley. A cardioid microphone is designed for unidirectional sound pickup, commonly used in studio voice recordings to reduce background noise. Mixer gain control is used to regulate audio input levels and prevent distortion or clipping during recording. Matching each stage and tool with its correct function ensures understanding of production workflow. Therefore, the correct mapping is I-b, II-a, III-d, and IV-c, reflecting standard audio-visual production practices.

Final Answer: (I)-(b), (II)-(a), (III)-(d), (IV)-(c)

Answer: (B)

Q12.

Solution

Concept: Shield laws and journalistic ethics are designed to protect press freedom while balancing legal accountability. A key protection offered is the right of journalists to maintain confidentiality of sources, ensuring that whistleblowers and informants can safely share information without fear of exposure or retaliation.

Solution: Shield laws, where applicable, and ethical journalism standards in India recognize the importance of protecting confidential sources. This allows journalists to refuse disclosure of the identity of informants when requested by authorities, thereby safeguarding press freedom and encouraging truth-telling from whistleblowers. It does not grant permission for illegal activities such as unauthorized surveillance, copyright violations, or tax evasion. The core intent is to maintain trust between journalists and sources, ensuring that sensitive information can be reported in public interest without endangering individuals who provide it. Therefore, the correct understanding of shield laws focuses on protecting source confidentiality.

Final Answer: Refuse to disclose the identity of a confidential source to the authorities

Answer: (B)



Q13.

Solution

Concept: In news writing, a “Nut Graph” is a crucial paragraph that explains the central idea or significance of the story. It provides context and clarifies why the news matters, helping readers understand the broader relevance beyond the lead paragraph and connecting facts to meaning.

Solution: The nut graph is an essential element of journalistic structure that appears after the lead in a news story. Its purpose is to explain the context, background, and significance of the event, often answering the “so what” question for the reader. It helps transition from the hook into detailed reporting by clarifying why the story is important at this point in time. It is not used for humor, listing sources, or providing administrative details like office addresses. Instead, it strengthens comprehension by linking facts to their relevance in a broader social, political, or economic context. Therefore, the correct definition highlights its role in explaining significance.

Final Answer: Explains the context and the 'so-what' factor—why the story is significant now

Answer: (B)

Q14.

Solution

Concept: Covert advertising and native advertising are modern promotional strategies where promotional content is integrated into media platforms in a way that resembles editorial or journalistic material. Unlike traditional commercials that are clearly labeled and interrupt content, native ads blend seamlessly with the platform’s format to reduce ad resistance and increase audience engagement through subtle persuasion techniques.

Solution: Native advertising is a form of covert advertising where promotional content is designed to match the look, tone, and style of the platform in which it appears. Unlike traditional commercials, which are clearly distinguishable as advertisements and often interrupt programming, native ads blend into editorial content such as news articles, blogs, or social media feeds. This makes them less intrusive and more likely to be consumed like regular content. The key difference lies in transparency and presentation: traditional ads are explicit, while native ads are disguised as part of the media environment. Therefore, their effectiveness comes from subtlety and integration rather than direct promotional visibility, making them harder for audiences to immediately recognize as advertising.

Final Answer: Blends with editorial content to look like news or a feature

Answer: (B)



Q15.

Solution

Concept: In brand building, the Unique Selling Proposition (USP) is a core marketing concept that defines what makes a product or brand distinct in a competitive market. It focuses on the unique benefit, feature, or value that differentiates a brand from its competitors and helps establish strong consumer preference and identity.

Solution: The Unique Selling Proposition (USP) is a fundamental element of brand building that highlights the specific feature or benefit that makes a product different and superior compared to competing offerings. It is not related to pricing, employee count, or legal trademark details, but rather to strategic positioning in the consumer's mind. A strong USP communicates why a customer should choose one brand over another by emphasizing uniqueness and value. This differentiation helps in creating brand loyalty, recognition, and long-term equity. Therefore, the correct interpretation of USP is its role in identifying the distinct advantage that sets a product apart in the marketplace.

Final Answer: Unique feature or benefit that differentiates a product

Answer: (B)

Q16.

Solution

Concept: Crisis communication strategies are guided by Situational Crisis Communication Theory (SCCT), which outlines different response approaches based on responsibility and severity. A full apology strategy is used when an organization accepts responsibility and seeks to rebuild trust by expressing remorse and offering corrective action to restore reputational credibility.

Solution: In crisis management, a full apology strategy involves an organization openly accepting responsibility for the crisis and expressing genuine regret for the harm caused. According to Coombs' Situational Crisis Communication Theory, this approach is used when the organization is clearly responsible for the situation and aims to repair reputational damage through accountability and corrective measures. It is not about denial, shifting blame, or legal retaliation against media coverage. Instead, it focuses on restoring stakeholder trust by acknowledging fault and requesting forgiveness. This strategy is considered essential for rebuilding credibility and maintaining long-term relationships with the public. Therefore, the correct interpretation is acceptance of responsibility combined with apology.

Final Answer: Accept responsibility and seek forgiveness

Answer: (C)



Q17.

Solution

Concept: Early cinema pioneers and movements contributed foundational techniques and themes to global film history. The Lumiere Brothers introduced early motion picture technology, Dadasaheb Phalke pioneered Indian cinema with mythological storytelling, Shyam Benegal is known for parallel cinema and social realism, and Film Noir is characterized by its distinctive lighting style and visual mood.

Solution: The Lumiere Brothers are credited with inventing the Cinématographe and conducting some of the earliest public film screenings. Dadasaheb Phalke is regarded as the father of Indian cinema, known for producing “Raja Harishchandra,” which established mythological storytelling traditions in Indian films. Shyam Benegal contributed significantly to Indian parallel cinema and is associated with socially relevant films such as “Manthan,” which reflects rural development themes. Film Noir is a cinematic movement defined by its dark themes and high-contrast chiaroscuro lighting techniques. Matching these correctly gives I-b, II-c, III-a, and IV-d, reflecting historical contributions in global and Indian cinema evolution.

Final Answer: (I)-(b), (II)-(c), (III)-(a), (IV)-(d)

Answer: (A)

Q18.

Solution

Concept: In public relations, pseudo-events are strategically created occurrences designed primarily for media coverage rather than organic news value. Coined by Daniel Boorstin, this concept highlights how modern PR constructs events like press conferences or launches to generate publicity and shape public perception through controlled media attention.

Solution: A pseudo-event is an event deliberately created by public relations professionals or organizations solely for the purpose of attracting media attention. According to Daniel Boorstin, these events are not spontaneous or naturally occurring but are staged to generate publicity and control narratives. Examples include press conferences, product launches, or ribbon-cutting ceremonies designed primarily for media coverage rather than intrinsic significance. The purpose is not to report reality but to create newsworthy moments that can be circulated through media channels. This distinguishes pseudo-events from genuine events like natural disasters or organic news developments. Therefore, the correct understanding is that pseudo-events are artificially constructed for publicity purposes.

Final Answer: Staged event created for media coverage

Answer: (B)



Q19.

Solution

Concept: In film production, pre-production is the planning phase where visual and technical elements are organized before shooting begins. Storyboarding is a crucial tool in this stage, translating written scripts into visual sequences that guide camera angles, shot composition, and scene planning for effective execution during filming.

Solution: A storyboard serves as a visual blueprint in the pre-production stage of filmmaking. It bridges the gap between the written script and the actual filming process by illustrating how each scene will appear on screen. This includes framing, camera angles, transitions, and sequence flow, helping directors and cinematographers plan shots efficiently. It ensures that the creative vision is clearly communicated before production begins, reducing errors and saving time during shooting. The storyboard does not deal with editing, budgeting, or costume design directly but focuses on visualizing the narrative structure. Therefore, it acts as a connection between scriptwriting and actual camera execution.

Final Answer: The written script and the actual camera shots to be filmed

Answer: (B)

Q20.

Solution

Concept: In live television production, technical control rooms use specialized equipment like vision mixers (production switchers) to manage multiple input sources. These systems enable real-time editing by switching between cameras, inserting graphics, and controlling broadcast flow. This ensures smooth live transmission, visual continuity, and professional production quality without interrupting the broadcast signal.

Solution: A Production Switcher, also known as a Vision Mixer, is a core device in live studio production that allows directors to control multiple video inputs simultaneously. It enables real-time switching between different camera feeds, pre-recorded clips, and graphical overlays during a live broadcast. This ensures seamless transitions and maintains the visual flow of the program without any interruption to viewers. The switcher is operated in the control room by a vision mixer under the direction of the producer or director. It does not handle audio recording, camera physical adjustments, or teleprompter scripting. Its primary role is visual composition and live editing, making it essential for news broadcasts, live events, and studio-based programming where instant decision-making is required.

Final Answer: Select and cut between different camera feeds and graphics in real-time

Answer: (B)



Q21.

Solution

Concept: A magazine program in television is a multi-segmented format that combines different types of content such as interviews, reports, reviews, and features. It is structured around variety and thematic coherence rather than a single continuous storyline, often anchored by a host who connects different segments for audience engagement.

Solution: A magazine program format in television is designed to present multiple short and varied segments within a single show. These segments may include interviews, lifestyle features, entertainment reviews, documentaries, and news-related stories. A host or anchor usually ties these segments together, providing continuity and thematic flow. Unlike a single-plot drama or live parliamentary broadcast, magazine programs focus on diversity of content and audience engagement through variety. They are not limited to printed text or continuous storytelling but instead offer a flexible structure that allows different topics to be covered within one program. This format is commonly used in infotainment shows, morning programs, and lifestyle broadcasts.

Final Answer: Multiple short segments connected by a host

Answer: (B)

Q22.

Solution

Concept: Continuity editing in film and television ensures spatial and temporal consistency between shots. The 180-degree rule is a key guideline that maintains the orientation of characters and objects on screen, preventing visual confusion and ensuring smooth narrative flow for the audience.

Solution: Continuity editing is a post-production technique used to maintain logical coherence in visual storytelling. The 180-degree rule specifically ensures that the spatial relationship between characters remains consistent by keeping the camera on one side of an imaginary axis. This prevents characters from appearing to “jump” or switch positions unexpectedly, which could confuse viewers. It maintains screen direction and visual continuity across different shots. This technique does not relate to sound levels, runtime control, or genre changes but focuses entirely on spatial consistency in editing. By following this rule, editors create a smooth and natural viewing experience that supports narrative clarity and audience immersion.

Final Answer: Maintaining consistent spatial continuity between characters

Answer: (A)



Q23.

Solution

Concept: Radio is an auditory medium that relies on sound to create mental imagery for listeners. “Scripting for the ear” uses techniques like word pictures, which involve vivid, sensory language that helps audiences visualize scenes without any visual support, enhancing engagement and emotional connection.

Solution: Word pictures in radio scripting are a storytelling technique used to compensate for the absence of visuals in a “blind medium.” Since listeners cannot see the scene, the script must use vivid, concrete nouns and active verbs to stimulate imagination. Instead of technical or abstract descriptions, the language should be simple, expressive, and sensory, allowing listeners to mentally construct images. This technique avoids overly academic explanations or irrelevant details like studio equipment. It focuses on clarity, emotion, and imagination to make the content engaging and understandable. Therefore, word pictures help transform audio into a visual experience in the listener’s mind.

Final Answer: Evocative language to trigger imagination

Answer: (B)

Q24.

Solution

Concept: Microphone polar patterns define how microphones capture sound from different directions. The cardioid pattern is heart-shaped and most sensitive to sound from the front while rejecting noise from the sides and rear, making it ideal for solo broadcasting and controlled studio environments like radio jockey setups.

Solution: The cardioid microphone pickup pattern is designed to capture sound primarily from the front while significantly reducing noise from the sides and rear. Its heart-shaped sensitivity pattern makes it ideal for applications where a single speaker, such as a radio jockey, needs clear and focused audio capture. This helps minimize background noise and improves speech clarity in studio environments. Omnidirectional microphones capture sound equally from all directions, bidirectional microphones pick up from front and back, and shotgun microphones are highly directional for long-distance recording. Therefore, the cardioid pattern is the most suitable for solo voice broadcasting.

Final Answer: Cardioid

Answer: (C)



Q25.

Solution

Concept: In audio production, the PFL (Pre-Fade Listen) function allows producers and sound engineers to monitor audio signals before they are sent to the main output. This helps ensure quality control, correct levels, and smooth transitions in live broadcasting environments.

Solution: The PFL or Cue button in a radio mixer is a monitoring tool that enables the producer to listen to an audio source through headphones before it is sent to the live broadcast. This allows checking sound quality, volume levels, and content accuracy without affecting what the audience hears. It is especially useful for preventing errors during live shows by ensuring that audio is properly adjusted before the fader is raised. It does not amplify broadcast sound, mute microphones automatically, or record the program directly. Instead, it functions as a preview system for safe and controlled audio mixing.

Final Answer: Private monitoring before live broadcast using headphones

Answer: (B)

Q26.

Solution

Concept: Early Indian cinema developed through indigenous experimentation despite limited technology. Dadasaheb Phalke's work represents foundational filmmaking using practical effects and creativity. Silent films relied on visual storytelling, editing tricks, and in-camera effects rather than synchronized sound. Similarly, global cinema pioneers like the Lumiere Brothers introduced mechanical innovations that enabled recording, projection, and collective viewing, shaping cinema as a mass medium.

Solution: *Raja Harishchandra* (1913), directed by Dadasaheb Phalke, is historically significant as India's first full-length feature film. Since it was a silent film, it did not use synchronized sound or dialogue systems. Instead, its technical achievement lies in the innovative use of indigenous filmmaking techniques such as trick photography, stop-camera effects, and in-camera editing to depict supernatural and mythological elements convincingly. These methods allowed transformations, disappearances, and divine appearances to be visually represented without sound. Options like gramophone synchronization or imported actors are incorrect, as such technologies and practices were not part of this production. Thus, the film's importance lies in its creative visual effects and pioneering Indian cinematic techniques that laid the foundation for future filmmaking in India.

Final Answer: Trick photography and indigenous filmmaking techniques

Answer: (B)



Q27.

Solution

Concept: The Lumiere Brothers revolutionized early cinema by developing the Cinématographe, a lightweight, multifunctional device that combined filming, processing, and projection. This innovation enabled public screenings and transformed cinema into a shared social experience rather than a private viewing activity, marking the beginning of modern motion picture culture.

Solution: The Cinématographe, invented by the Lumiere Brothers, was a groundbreaking device because it combined three essential functions: it acted as a camera to record motion pictures, a printer to process film, and a projector to display films to audiences. Unlike earlier bulky machines, it was portable and efficient, enabling public screenings such as the famous 1895 Paris event at the Grand Café. This allowed cinema to become a collective viewing experience rather than an individual one. It did not involve digital sensors, 3D imaging, or purely fictional storytelling systems. Its significance lies in making cinema accessible, mobile, and publicly consumable, thereby establishing the foundation of film as a mass medium.

Final Answer: Portable camera, printer, and projector enabling collective viewing

Answer: (B)

Q28.

Solution

Concept: Parallel Cinema in India emphasized realism, social issues, and grassroots narratives rather than commercial entertainment. Directors like Shyam Benegal focused on authentic representation of rural life, cooperative movements, and socio-economic transformation, often highlighting collective action and institutional change in post-independence India.

Solution: Shyam Benegal's *Manthan* (1976) is a landmark film in the Parallel Cinema movement, known for its realistic portrayal of rural India and social transformation. The film is based on the White Revolution and depicts the formation of milk cooperatives, inspired by Dr. Verghese Kurien's dairy development initiatives. It highlights the struggles of farmers and the power of collective action in improving economic conditions. Unlike commercial cinema, it avoids glamour and fictional escapism, focusing instead on grounded social issues and community empowerment. It is neither a romantic fantasy nor a spy thriller but a deeply rooted socio-political narrative reflecting development and cooperative economics in rural India.

Final Answer: Grassroots struggle and cooperative movement (White Revolution)

Answer: (B)



Q29.

Solution

Concept: Auteur Theory in film studies argues that the director is the primary creative force behind a film, shaping its narrative style, visual language, and thematic depth. This theory is especially relevant to Parallel Cinema, where directors often imprint strong personal vision and social commentary on their works, making them identifiable as “authors” of cinema.

Solution: Auteur Theory, developed in film criticism, proposes that the director is the true “author” of a film. According to this theory, the director’s personal vision, stylistic choices, and thematic concerns shape the final cinematic product, giving it a distinctive identity. This concept is particularly relevant in Parallel Cinema, where filmmakers like Shyam Benegal and others infused strong social and political narratives into their work. The screenwriter, actors, or producers contribute to the film, but the director maintains creative control and artistic coherence. Therefore, the auteur is not defined by writing or funding but by directorial vision and authorship of cinematic expression.

Final Answer: Director as the creative author of the film

Answer: (C)

Q30.

Solution

Concept: Slapstick comedy is a physical form of humor that relies on exaggerated actions, visual gags, and absurd situations rather than verbal wit. It has its roots in early theatre and silent films, where physical expression was essential for audience engagement in the absence of synchronized dialogue.

Solution: Slapstick comedy is characterized by exaggerated physical humor, including falls, chases, collisions, and practical jokes that create humorous situations. It does not depend on complex dialogue, intellectual satire, or serious thematic depth. Instead, it emphasizes visual comedy and timing to generate laughter through physical mishaps and exaggerated movement. This style was especially prominent in silent cinema, where actors like Charlie Chaplin and Buster Keaton used body language to communicate humor. It is distinct from documentary realism or tragic storytelling, as its primary goal is entertainment through visual exaggeration and comedic chaos.

Final Answer: Physical humor involving exaggerated motions, practical jokes, and ‘mishaps’

Answer: (B)



Q31.

Solution

Concept: Cyber activism or e-activism uses digital communication networks to mobilize people for political or social causes. Unlike traditional activism, it relies on decentralized, distributed networks that enable rapid, low-cost, and large-scale participation across geographical boundaries through social media and online platforms.

Solution: Cyber activism is distinct from traditional forms of protest because it operates through distributed digital networks such as social media platforms, messaging apps, and online forums. This structure allows individuals and groups to rapidly organize, share information, and mobilize support across different regions without physical limitations. It reduces costs and increases speed of coordination compared to conventional activism. It does not centralize authority, restrict participation based on education, or involve physical disruption of internet infrastructure. Instead, its strength lies in decentralized communication and collective digital participation, making global-scale activism more accessible and immediate.

Final Answer: Rapid cross-border digital mobilization at low cost

Answer: (B)

Q32.

Solution

Concept: The Public Sphere theory by Jürgen Habermas describes a space where private individuals come together to discuss public issues rationally and critically. In modern contexts, social media platforms are seen as digital extensions of this public sphere, enabling democratic participation, debate, and opinion formation on matters of collective interest.

Solution: Jürgen Habermas introduced the concept of the public sphere as a space where citizens engage in rational-critical debate about issues of public importance. Social media platforms today function as a virtual extension of this idea, allowing individuals to express opinions, share information, and participate in discussions on political, social, and economic matters. This environment ideally supports democratic dialogue and public reasoning. It is not restricted to elites, controlled by the state, or dominated solely by advertisements. Instead, it represents a participatory communication space where diverse voices can interact. Therefore, the correct interpretation emphasizes collective rational discourse among private individuals forming a public opinion space.

Final Answer: Public engages in rational-critical debate on common issues

Answer: (B)



Q33.

Solution

Concept: Digital media studies explain key online phenomena such as cyber activism, trolling, media convergence, and netiquette. These concepts describe how communication has shifted from traditional one-way models to interactive, networked environments where users both consume and produce content, while also following informal behavioral norms and experiencing algorithm-driven personalization in digital ecosystems.

Solution: Cyber activism refers to the use of digital platforms for organizing and mobilizing social or political movements, making (I)-(b) correct. Trolling is defined as intentional provocation designed to disrupt online discussions, matching (II)-(a). Media convergence describes the flow of content across multiple platforms such as TV, mobile, and social media, corresponding to (III)-(c). Netiquette refers to informal rules of behavior that guide respectful online communication, matching (IV)-(d). These definitions reflect how digital communication systems function in interconnected environments where content, behavior, and participation are shaped by technological and social norms. Therefore, the correct matching is I-b, II-a, III-c, and IV-d.

Final Answer: (I)-(b), (II)-(a), (III)-(c), (IV)-(d)

Answer: (B)

Q34.

Solution

Concept: Netiquette refers to the ethical guidelines and behavioral norms for online communication. In digital environments, privacy is a key principle that emphasizes protecting personal data and respecting others' confidentiality. It discourages harmful practices like doxing, which involves publishing private information without consent.

Solution: Netiquette includes rules that promote respectful and responsible behavior on the internet. One of its core principles is data privacy, which requires users to protect their own personal information and respect the privacy of others. A critical violation of this principle is "doxing," where private or sensitive information about individuals is shared publicly without their consent, often causing harm or harassment. Netiquette does not encourage oversharing personal details, misusing profile information, or randomly tagging others in advertisements. Instead, it promotes digital responsibility, safety, and ethical interaction in online spaces. Therefore, respecting privacy and avoiding doxing is the correct guideline under netiquette.

Final Answer: Respect privacy and avoid doxing

Answer: (B)



Q35.

Solution

Concept: Algorithmic personalization in social media creates “filter bubbles,” where users are exposed mainly to content that aligns with their existing preferences and beliefs. This limits exposure to diverse viewpoints and reinforces confirmation bias, shaping perception and opinion formation in digital environments.

Solution: A filter bubble is created when social media algorithms analyze user behavior such as likes, shares, and clicks to personalize content feeds. This results in users being shown information that aligns with their interests and beliefs while filtering out opposing or diverse perspectives. Instead of broadening understanding, it narrows exposure and reinforces existing viewpoints. This phenomenon is not about deleting content, enforcing rules, or increasing diversity of information. Rather, it isolates users within a personalized informational environment shaped by algorithmic selection. Therefore, the correct definition highlights restriction of opposing viewpoints and reinforcement of existing preferences.

Final Answer: Filtering information to show only preferred viewpoints

Answer: (B)

Q36.

Solution

Concept: Media convergence refers to the integration of multiple media platforms and technologies, leading to the emergence of multi-skilled journalism. In this environment, journalists are expected to produce content across formats such as text, video, and social media, reflecting the demands of digital news production and audience engagement.

Solution: Media convergence has transformed journalism by merging traditional and digital platforms into a unified communication ecosystem. As a result, journalists are no longer limited to a single skill such as writing or reporting. Instead, they are expected to perform multiple roles including reporting, filming, editing, and publishing content across various platforms like websites, social media, and mobile applications. This practice is known as multi-skilling and reflects the demands of fast-paced digital newsrooms. It does not restrict journalists to print media, single organizations, or non-digital workflows. Therefore, the correct interpretation emphasizes versatility across media formats and platforms.

Final Answer: Multi-skilling across reporting, filming, editing, and publishing

Answer: (B)



Q37.

Solution

Concept: The internet has shifted communication from a centralized one-to-many model to a decentralized many-to-many system. This transformation enables participatory culture, where users are not just consumers but also producers of content, reshaping information flow and democratizing media communication.

Solution: The shift from one-to-many to many-to-many communication represents a fundamental change in media systems due to the internet. In traditional media, information flowed from a single source to a passive audience. In contrast, digital platforms allow every user to create, share, and distribute content, making communication interactive and participatory. This decentralization empowers individuals to act as broadcasters through social media, blogs, and online platforms. It does not increase government control or limit participation to elites; instead, it expands access and engagement. Therefore, the correct explanation highlights the participatory nature of digital communication.

Final Answer: Users can act as broadcasters in a participatory culture

Answer: (B)

Q38.

Solution

Concept: Cancel culture emerges in digital environments where rapid opinion formation and viral communication lead to collective public judgment. It involves mass withdrawal of support from individuals or organizations due to perceived unethical or offensive behavior, often amplified by social media dynamics.

Solution: Cancel culture refers to the phenomenon where individuals, celebrities, or organizations face widespread public backlash and loss of support after being accused of socially unacceptable behavior. In the fast-paced digital environment, opinions spread rapidly, leading to immediate judgment and collective calls for accountability. This can result in boycotts, reputational damage, and exclusion from platforms or opportunities. It is not a formal legal process, government regulation, or technical action like deleting emails. Instead, it is a social media-driven response rooted in public opinion and online activism. Therefore, the correct definition emphasizes mass shaming and withdrawal of support.

Final Answer: Mass shaming and withdrawal of support after perceived transgressions

Answer: (B)



Q39.

Solution

Concept: Interactivity in new media refers to the two-way communication model enabled by digital technologies, where users are not passive recipients but active participants. It allows users to engage with, modify, and influence content in real time, transforming traditional linear media consumption into dynamic communication.

Solution: Interactivity is a defining feature of new media that enables users to actively engage with digital content. Unlike traditional media, where audiences passively receive information, interactive platforms allow users to respond, comment, share, and even modify content experiences. This includes controlling playback, customizing feeds, and participating in discussions. It does not involve physical interaction with screens or printing content but focuses on digital engagement and user control over information flow. Therefore, interactivity represents a shift from passive consumption to active participation in media communication systems.

Final Answer:

Answer: (B)

Q40.

Solution

Concept: The term “Digital Native” describes individuals who have grown up surrounded by digital technologies such as computers, smartphones, and the internet. This constant exposure makes them naturally comfortable and fluent in using digital tools compared to earlier generations who adapted later.

Solution: A digital native refers to a person who has been raised in an environment where digital technology is ubiquitous. Unlike digital immigrants, who learned these technologies later in life, digital natives are inherently familiar with computers, smartphones, and online platforms. This early exposure enables them to navigate digital environments with ease and fluency. The term does not refer to professional roles, refusal to use the internet, or technical expertise in engineering fields. Instead, it highlights generational familiarity with technology. Therefore, the correct definition emphasizes growing up in the digital era with natural technological fluency.

Final Answer:

Answer: (B)



Q41.

Solution

Concept: The Internet Paradigm Shift has transformed users from passive consumers of media into active participants in content creation. The term “prosumer” combines producer and consumer, reflecting the participatory nature of digital platforms where users generate, share, and consume content simultaneously, reducing dependence on traditional media gatekeepers and centralized production systems.

Solution: The concept of “prosumer” represents a major shift in digital communication systems. In traditional media, audiences were passive consumers of content produced by professional institutions such as television networks and newspapers. However, in the internet paradigm, users now actively participate in content creation through blogs, social media, video platforms, and collaborative tools. This dual role of producing and consuming content is called “prosumerism.” It eliminates the strict boundary between creators and audiences and reduces the control of traditional gatekeepers like editors and broadcasters. Instead of being restricted to receiving information, users can now publish, remix, and distribute media globally at minimal cost. This democratization of media production is a defining feature of digital communication ecosystems.

Final Answer: Users can both create and consume media, bypassing gatekeepers

Answer: (B)

Q42.

Solution

Concept: In the modern media ecosystem, rapid information dissemination through digital platforms often prioritizes speed over verification. This creates a situation where opinions spread faster than facts can be validated, contributing to misinformation, post-truth narratives, and reduced trust in traditional fact-checking mechanisms.

Solution: The rapidity of opinion in digital media refers to how quickly users can create, share, and amplify viewpoints across social networks. While this enhances communication speed, it also creates a significant challenge: information often spreads before it is properly verified. As a result, unverified or misleading content can gain traction and shape public perception, leading to what is known as post-truth narratives, where emotional appeal and virality override factual accuracy. This weakens the role of traditional verification processes and increases the risk of misinformation. It does not strengthen gatekeeping or guarantee accuracy; instead, it disrupts the balance between speed and truth in communication systems.

Final Answer: Outpacing fact-checking, leading to post-truth narratives

Answer: (B)



Q43.

Solution

Concept: Algorithmic curation in digital media refers to the automated selection and prioritization of content based on user behavior. While it enhances personalization and engagement, it raises concerns about social responsibility because it may prioritize viral or engaging content over factual accuracy and balanced reporting.

Solution: Algorithmic curation systems on digital platforms analyze user interactions such as likes, shares, and viewing patterns to determine what content is displayed. This often leads to prioritization of content that generates high engagement or virality, regardless of its factual accuracy. As a result, misleading or sensational content can spread more widely than verified information. This creates ethical concerns for media responsibility, as the emphasis shifts from truthfulness (veracity) to popularity (virality). Instead of ensuring balanced and verified news distribution, algorithms may unintentionally amplify misinformation. Therefore, the key issue lies in the imbalance between what is widely shared and what is factually correct.

Final Answer: Prioritizing virality over veracity

Answer: (B)

Q44.

Solution

Concept: The concept of the public sphere depends on exposure to diverse viewpoints that enable rational-critical debate. Echo chambers disrupt this process by isolating users within ideologically similar groups, reinforcing existing beliefs and limiting engagement with opposing perspectives in digital communication environments.

Solution: Echo chambers in digital media refer to environments where users are exposed primarily to information and opinions that align with their existing beliefs. Algorithmic personalization and social media interactions often reinforce this effect by filtering out opposing viewpoints. As a result, users become isolated in ideological silos, reducing exposure to diverse perspectives. This weakens the foundation of the public sphere, which depends on open, rational-critical debate among citizens with differing opinions. Echo chambers do not promote debate or activism; instead, they intensify polarization and bias. Therefore, they are considered a significant risk to democratic discourse and informed decision-making in society.

Final Answer: Reinforcing existing biases in isolated user groups

Answer: (B)



Q45.

Solution

Concept: The paradox of democracy in the digital age refers to the tension between increased access to information and participation, and the simultaneous rise of misinformation, polarization, and weakened trust in shared facts. While media democratization empowers users, it also challenges the stability of truth and civil discourse.

Solution: The paradox of democracy highlights a key contradiction in the modern media environment. On one hand, new media technologies democratize information by giving individuals unprecedented access to content creation, distribution, and participation in public discourse. On the other hand, this same openness allows misinformation, propaganda, and emotionally driven content to spread rapidly, weakening trust in factual information and destabilizing civil debate. As a result, while democratic participation increases, the quality and reliability of public discourse may decline. This dual effect creates a tension between empowerment and disorder in the information ecosystem. Therefore, the correct interpretation emphasizes both increased empowerment and simultaneous destabilization of truth.

Final Answer: Empowered public but destabilized truth and civil discourse

Answer: (B)

Q46.

Solution

Concept: Hypertextuality is a defining feature of new media architecture where information is organized through interconnected links rather than linear sequences. This enables users to actively navigate content in a non-linear, interactive manner, shaping personalized pathways through digital information spaces.

Solution: Hypertextuality refers to the structure of digital information where content is connected through hyperlinks, allowing users to move freely between different nodes of information. Unlike traditional print media, which follows a fixed linear sequence, hypertext enables a non-linear reading experience. Users can choose their own path of navigation based on interest, making the media experience interactive and user-driven. This flexibility is a core feature of new media, supporting exploration and multitasking across multiple sources. It does not restrict interaction, enforce chronology, or relate to physical screen properties. Therefore, hypertextuality fundamentally defines digital media as a networked, non-linear system of information access.

Final Answer: Non-linear navigation through linked information

Answer: (B)



Q47.

Solution

Concept: In digital communication studies, “Data Smog” refers to the overwhelming volume of information generated by modern media systems. This excessive data flow leads to cognitive overload, making it difficult for users to process, filter, and meaningfully interpret information.

Solution: Data smog is a metaphor used to describe the condition of excessive information in digital environments. With the rise of the internet, social media, and continuous news cycles, individuals are exposed to an overwhelming amount of data every day. This creates information overload, where the human brain struggles to process and evaluate all available content effectively. As a result, users may experience confusion, reduced attention span, and difficulty distinguishing relevant information from noise. It is not related to pollution, encryption, or technical failures but specifically refers to cognitive strain caused by excessive informational input in the digital age.

Final Answer: Information overload

Answer: (B)

Q48.

Solution

Concept: Media convergence extends beyond technology to include cultural transformation in communication practices. It reshapes how audiences and producers interact, leading to participatory media environments where roles overlap and users engage as both content creators and consumers.

Solution: Media convergence is not only a technological integration of platforms but also a cultural shift in how media is produced and consumed. One of its most important cultural dimensions is the emergence of the “prosumer,” where the traditional boundaries between producer and consumer are blurred. Users are no longer passive recipients but active participants who create, share, and modify content. This transformation reflects participatory culture, where audiences contribute to media ecosystems. It does not involve government control, language restriction, or replacement of print media, but rather emphasizes interaction and shared content creation across digital platforms.

Final Answer: The blurring of roles between the 'Producer' and 'Consumer' into a 'Prosumer'

Answer: (B)



Q49.

Solution

Concept: Echo chambers in digital media are reinforced by algorithmic systems that prioritize user engagement. These algorithms optimize content delivery based on user preferences, often leading to selective exposure that strengthens existing beliefs while limiting exposure to diverse viewpoints.

Solution: The primary driver of echo chambers on digital platforms is algorithmic personalization designed to maximize user engagement. Social media algorithms track user behavior such as clicks, likes, and shares to prioritize content that keeps users active on the platform. While this increases engagement, it also filters content in a way that reinforces existing beliefs and reduces exposure to opposing perspectives. This creates informational silos where users encounter similar viewpoints repeatedly. It is not caused by infrastructure limitations, legal requirements, or slow communication but by engagement-driven content optimization systems that prioritize attention retention over informational diversity.

Final Answer: Prioritizing engagement over enlightenment

Answer: (B)

Q50.

Solution

Concept: The internet paradigm shift has transformed democratic communication by increasing participation and access to information. However, this democratization also raises concerns about fragmentation of public discourse, bias reinforcement, and weakening of pluralistic media systems.

Solution: The author highlights a critical concern regarding the impact of the internet paradigm shift on democracy. While digital media expands access to information and enables widespread participation, it also risks fragmenting audiences into isolated informational communities. Algorithmic filtering and user preferences can reinforce existing biases, reducing exposure to diverse perspectives. This weakens the pluralistic nature of the press and undermines informed democratic debate. The risk is not primarily economic or technological but sociopolitical, affecting how citizens engage with information. Therefore, the main concern is the erosion of a balanced and diverse public sphere due to reinforced bias structures.

Final Answer: Undermining of pluralistic press through reinforcement of biases

Answer: (B)



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	A	3	B	4	A	5	B
6	C	7	B	8	B	9	C	10	A
11	B	12	B	13	B	14	B	15	B
16	C	17	A	18	B	19	B	20	B
21	B	22	A	23	B	24	C	25	B
26	B	27	B	28	B	29	C	30	B
31	B	32	B	33	B	34	B	35	B
36	B	37	B	38	B	39	B	40	B
41	B	42	B	43	B	44	B	45	B
46	B	47	B	48	B	49	B	50	B

