

CUET-UG Mass Media & Communication Sample Paper - 1

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. The Shannon-Weaver Model is often criticized for being a "linear" or "transmission" model. Which specific element, later added by Wilbur Schramm, transformed this mathematical theory into a model of social communication?

- (A) The concept of 'Noise' as an external barrier
- (B) The 'Field of Experience' and the circularity of feedback
- (C) The 'Entropy' of the message source
- (D) The 'Channel Capacity' of the medium

Q2. In the context of 'Evolution of Media', the 'Golden Age of Radio' (1930s-1940s) transitioned into the Television era primarily because:

- (A) Radio frequencies were seized for military use during the Cold War
- (B) The visual 'Primary Narcissism' of TV offered higher advertising ROI
- (C) Radio failed to adapt to the FM spectrum until the late 1980s
- (D) Visual literacy was deemed more important for social change by the government

Q3. Which theory of communication best explains 'Social Change' by suggesting that media does not tell people what to think, but rather what to think about?

- (A) Hypodermic Needle Theory
- (B) Uses and Gratifications Theory



- (C) Agenda-Setting Theory
- (D) Cultivation Analysis

Q4. The 'Two-Step Flow' model of communication suggests that social change is mediated by 'Opinion Leaders'. This implies that:

- (A) Media has a direct, uniform impact on all audience members
- (B) Mass media is less influential than interpersonal influence in changing attitudes
- (C) Information flows directly from the source to the passive receiver
- (D) Only elite members of society have access to electronic media

Q5. Match the following Communication Models with their inventors:

List I (Model)	List II (Inventor)
A. SMCR Model	i. Claude Shannon
B. Shannon-Weaver Model	ii. David Berlo
C. Lasswell Model	iii. Harold Lasswell
D. Gatekeeping Model	iv. Kurt Lewin

- (A) A-ii, B-i, C-iii, D-iv
- (B) A-i, B-ii, C-iv, D-iii
- (C) A-iii, B-iv, C-i, D-ii
- (D) A-iv, B-iii, C-ii, D-i

Q6. In the evolution of Television in India, the SITE (Satellite Instructional Television Experiment) of 1975 was a landmark project. Its primary objective was:

- (A) To provide urban entertainment and cinema-based programming
- (B) To use satellite technology for rural education and community development
- (C) To privatize the broadcasting sector for international competition
- (D) To establish a 24-hour news cycle for political transparency

Q7. According to the Shannon-Weaver Model, 'Semantic Noise' refers to:

- (A) Static or interference in the physical radio signal



- (B) Misunderstanding caused by the use of complex jargon or symbols
- (C) The loss of data during high-speed transmission
- (D) The psychological bias of the receiver against the sender

Q8. The 'Inverted Pyramid' style of news writing prioritizes information based on 'news value'. If a reporter places the '5Ws and 1H' in the lead, what is the primary structural risk?

- (A) The story becomes too long for the digital format
- (B) The 'nut graph' is buried under secondary details
- (C) Critical information may be lost if the story is trimmed from the bottom
- (D) The most important information is delivered first, leaving no 'hook' for the end

Q9. Under Indian Media Law, 'Civil Defamation' is primarily concerned with:

- (A) Punishing the journalist with rigorous imprisonment
- (B) Restoring the reputation of the individual through monetary compensation
- (C) Protecting the state against seditious remarks
- (D) Censoring the publication before it reaches the public

Q10. The 'Golden Mean' is an ethical principle often applied in journalism to maintain balance. This concept was originated by:

- (A) John Stuart Mill (Utilitarianism)
- (B) Immanuel Kant (Categorical Imperative)
- (C) Aristotle (Virtue Ethics)
- (D) John Rawls (Veil of Ignorance)

Q11. When a journalist is accused of 'Libel', which of the following serves as the strongest legal defense?

- (A) The statement was made in "good faith" for the public good and is true
- (B) The journalist was under pressure from the editor to meet a deadline



- (C) The victim is a private citizen and not a public figure
- (D) The defamatory content was published only in the digital edition

Q12. Match the following Journalism terms with their meaning:

List I (Term)	List II (Meaning)
A. Masthead	i. Short news summary
B. Byline	ii. Name of newspaper title
C. Lead	iii. Name of reporter
D. Brief	iv. Opening paragraph of news

- (A) A-ii, B-iii, C-iv, D-i
- (B) A-iv, B-i, C-ii, D-iii
- (C) A-i, B-ii, C-iii, D-iv
- (D) A-iii, B-iv, C-i, D-ii

Q13. In the '5Ws and 1H' framework, which element is typically considered the most difficult to verify and often leads to 'Interpretative Journalism'?

- (A) Who (Subject)
- (B) Where (Location)
- (C) Why (Motive/Cause)
- (D) When (Timeline)

Q14. The 'Press Council of India' (PCI) acts as a moral watchdog. What is the limitation of its power regarding ethical violations by newspapers?

- (A) It can impose heavy fines on the publication house
- (B) It can cancel the registration of the newspaper permanently
- (C) It can only warn, admonish, or censure the newspaper
- (D) It has the authority to arrest the Chief Editor

Q15. A Public Relations Officer (PRO) is managing a 'Crisis' where a company's product has caused harm. Which strategy is considered the most ethical and effective for long-term brand building?



- (A) Stone-walling the media until a legal defense is prepared
- (B) Full disclosure, immediate product recall, and transparent communication
- (C) Releasing 'Covert Advertisements' to distract the public
- (D) Shifting the blame to a third-party raw material supplier

Q16. Which of the following is a classic example of 'Covert Advertising' (also known as Stealth Marketing)?

- (A) A 30-second TV commercial during the Super Bowl
- (B) A brand's logo appearing prominently in a movie scene (Product Placement)
- (C) A full-page spread in a fashion magazine
- (D) A sponsored 'Skip' ad on a YouTube video

Q17. In Brand Building, the 'Brand Equity' refers to:

- (A) The total amount spent on advertising campaigns annually
- (B) The commercial value derived from consumer perception of the brand name
- (C) The number of employees working in the marketing department
- (D) The physical assets and machinery owned by the brand

Q18. What is the fundamental difference between Advertising and Public Relations?

- (A) Advertising is 'earned' media while PR is 'paid' media
- (B) Advertising focuses on internal audiences, while PR focuses only on buyers
- (C) Advertising is paid communication, while PR focuses on building relationships through earned media
- (D) There is no difference; they are synonymous in modern marketing

Q19. A 'Press Release' issued by a PRO is primarily intended to:

- (A) Sell products directly to the end consumer
- (B) Persuade journalists to cover a story from the organization's perspective
- (C) Comply with mandatory government tax filings



(D) Serve as a legal contract between the company and its shareholders

Q20. Match the following Radio Production elements with their correct descriptions:

List I (Element)	List II (Function)
A. Scripting for the ear	i. Converts sound signals into electrical signals
B. Microphone types	ii. Writing designed for auditory clarity and simplicity
C. Mixer	iii. Combines multiple audio inputs into one output
D. Amplifier	iv. Increases the strength of audio signals

(A) A-ii, B-i, C-iii, D-iv

(B) A-iv, B-iii, C-ii, D-i

(C) A-i, B-ii, C-iv, D-iii

(D) A-iii, B-iv, C-i, D-ii

Q21. Match the following Cinema personalities/films with their contributions:

List I (Person/Film)	List II (Contribution)
A. Dadasaheb Phalke	i. Documentary on cooperative farming in India
B. Lumière Brothers	ii. Pioneer of Indian cinema (first Indian feature film)
C. Manthan	iii. Early pioneers of motion pictures in France
D. Parallel Cinema	iv. Realistic, socially relevant film movement in India

(A) A-ii, B-iii, C-i, D-iv

(B) A-iii, B-ii, C-iv, D-i

(C) A-i, B-iv, C-ii, D-iii

(D) A-iv, B-i, C-iii, D-ii

Q22. During the 'Pre-production' stage of a TV program, which document serves as the visual blueprint, mapping out every shot and transition?

(A) The Final Edit List

(B) The Storyboard

(C) The Rundown Sheet

(D) The Post-Production Log



- Q23.** In TV production, the 'Chroma Key' process (Green Screen) occurs during which stage?
- (A) Pre-production (Scripting)
 - (B) Production (Principal Photography) or Post-production (Compositing)
 - (C) Only during the Location Scouting phase
 - (D) During the Marketing and Distribution phase
 - (E) Only during the Live Telecast
- Q24.** A 'Documentary' program format differs from a 'Docudrama' primarily because:
- (A) Documentaries never use a script
 - (B) Docudramas use re-enactments with actors to depict real events
 - (C) Documentaries are only shown on news channels
 - (D) Docudramas are strictly fictional and have no basis in reality
- Q25.** Which role in the TV production crew is responsible for the 'multi-camera' switching and calling shots during a live broadcast?
- (A) Production Assistant (PA)
 - (B) Director
 - (C) Gaffer
 - (D) Floor Manager
- Q26.** Dadasaheb Phalke is revered as the 'Father of Indian Cinema' for creating Raja Harishchandra in 1913. However, which of these technical constraints did he face that defined the 'silent era' of Indian films?
- (A) The inability to use artificial lighting, forcing him to shoot only in sunlight
 - (B) The lack of female actors, leading him to cast a male (Anna Salunke) in the female lead
 - (C) The restriction of film length to exactly 10 minutes due to British censorship
 - (D) The use of a 'Kinetoscope' which allowed only one viewer at a time



- Q27.** The Lumiere Brothers' first public screening in 1895 is considered the birth of cinema. Which specific characteristic of their 'Cinematographe' gave them an advantage over Thomas Edison's 'Kinetoscope'?
- (A) It used 70mm film for a higher resolution display
 - (B) It was a portable device that served as a camera, projector, and printer
 - (C) It was the first device to record synchronized sound on a wax cylinder
 - (D) It utilized a circular revolving stage to capture 360-degree action
- Q28.** The 1976 film *Manthan*, directed by Shyam Benegal, is a landmark in the 'Parallel Cinema' movement. What was the revolutionary method used to produce and fund this film?
- (A) It was the first Indian film to be entirely funded by the World Bank
 - (B) It was produced through a 'crowdfunding' model where 500,000 dairy farmers contributed 2 each
 - (C) It was the first film to receive a 100
 - (D) It was a non-profit venture where the actors and crew worked without a salary
- Q29.** In the context of 'Parallel Cinema' (New Indian Wave), which of the following best describes the movement's primary departure from mainstream Bollywood?
- (A) A focus on high-budget action sequences and international filming locations
 - (B) The rejection of the 'star system' in favor of social realism and understated acting
 - (C) The mandatory use of color film technology during the black-and-white era
 - (D) A strict adherence to the musical-drama format with at least six songs per film
- Q30.** The 'Film Noir' genre, which emerged in the 1940s, is characterized by specific visual and thematic elements. Which combination of features best defines this genre?



- (A) Bright, saturated colors and upbeat musical scores for family audiences
- (B) Low-key lighting (Chiaroscuro), cynical heroes, and 'Femme Fatale' characters
- (C) Hand-held camera movements and improvised dialogue (Cinema Verite style)
- (D) Futuristic settings with a focus on utopian social structures

Q31. Cyber Activism often relies on the 'Network Effect' to mobilize public opinion. Which term describes the phenomenon where people engage in low-effort online support (like 'liking' a post) that gives a sense of contribution but has little real-world impact?

- (A) Digital Diplomacy
- (B) Slacktivism
- (C) Crowdsourcing
- (D) Algorithmic Bias

Q32. In the context of 'Netiquette', the practice of 'Flaming' is considered a violation of digital decorum because it involves:

- (A) Sending excessive commercial emails to an individual (Spamming)
- (B) Posting hostile and insulting messages directed at a specific person in a public forum
- (C) Using multiple fake identities to manipulate a poll (Astroturfing)
- (D) Sharing a user's private information without their consent (Doxing)

Q33. Social Media is often hailed for its 'Democratic Role'. According to Jurgen Habermas's theory, how does New Media ideally serve as a 'Digital Public Sphere'?

- (A) By allowing governments to monitor citizen behavior for national security
- (B) By creating a space where individuals can engage in free, rational, and open debate on public issues



- (C) By prioritizing paid advertisements over organic user content
- (D) By ensuring that only verified experts are allowed to post opinions

Q34. 'Trolling' is a significant challenge in online communication. What is the primary psychological or social objective of a typical 'Internet Troll'?

- (A) To provide constructive criticism on technical subject matter
- (B) To intentionally provoke an emotional response or disrupt a discussion for personal amusement
- (C) To fact-check news stories and improve the accuracy of a thread
- (D) To help brands improve their customer service through honest feedback

Q35. The 'Echo Chamber' effect on social media platforms is primarily driven by algorithms that prioritize 'Homophily'. This can be detrimental to democracy because it:

- (A) Increases the speed of internet connectivity for all users
- (B) Exposes users only to information that reinforces their existing beliefs, leading to polarization
- (C) Mandates that all users follow the same government-approved accounts
- (D) Prevents the use of hashtags in political discussions

Q36. The 'Internet Paradigm Shift' has moved the audience from being passive consumers to 'Prosumers'. This term, coined by Alvin Toffler, implies that:

- (A) Consumers now pay a professional fee to access high-quality news
- (B) The boundary between the producer of content and the consumer has blurred
- (C) Professional journalists have been entirely replaced by automated AI bots
- (D) Media houses only produce content that has been pre-sold to advertisers

Q37. Media Convergence is often described as the 'Flow of Content' across multiple platforms. Which of the following is an example of 'Technological Convergence'?

- (A) A large corporation buying both a newspaper and a television channel



- (B) A smartphone being used to read text, listen to music, and watch broadcast video
- (C) A journalist interviewing a celebrity for a print exclusive
- (D) The globalization of Hollywood movies in regional Indian markets

Q38. The 'Rapidity of Opinion' in New Media has led to the rise of 'Real-time Journalism'. What is a major ethical risk associated with this extreme speed of information flow?

- (A) Increased cost of digital subscriptions for the average user
- (B) The sacrifice of factual verification and 'Gatekeeping' for the sake of being first
- (C) The inability of government agencies to monitor social media trends
- (D) A decrease in the number of people using mobile devices for news

Q39. According to Lev Manovich, 'New Media' is characterized by 'Numerical Representation'. This means that all new media objects:

- (A) Are composed of analog signals that are difficult to replicate
- (B) Can be described mathematically and are subject to algorithmic manipulation
- (C) Are strictly limited to numerical data like stock market tickers
- (D) Cannot be edited once they are published on the internet

Q40. The concept of 'Hypertextuality' in New Media allows for a non-linear reading experience. This shifts the power of narrative control from:

- (A) The advertiser to the government
- (B) The author/creator to the user/navigator
- (C) The satellite provider to the cable operator
- (D) The editor to the printing press owner

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 shift from the 'Broadcast' era to the 'Network' era has redefined the power dynamics of information. In the traditional model, a few gatekeepers—editors, producers, and media moguls—decided the 'Agenda' for the masses. This was a vertical flow of communication. However, with the advent of New Media, we see a horizontal, peer-to-peer distribution. While this democratizes the 'Public Sphere', it also introduces the 'Paradox of Plenty'. With an overwhelming volume of content, the audience often retreats into 'Echo Chambers'—digital spaces where their existing biases are reinforced rather than challenged. Furthermore, the rapidity of digital opinion often bypasses the traditional 'Fact-checking' mechanisms, leading to the rise of 'Post-Truth' politics where emotional appeal carries more weight than objective facts."

- Q41.** According to the passage, what was the primary role of 'Gatekeepers' in the traditional broadcast era?
- (A) To ensure that information was distributed for free to all citizens
 - (B) To decide which news stories were important enough to reach the public
 - (C) To encourage horizontal communication among the audience
 - (D) To eliminate the 'Paradox of Plenty' through technological innovation
- Q42.** The author uses the term 'Paradox of Plenty' to describe a situation where:
- (A) There is a scarcity of information despite high demand
 - (B) An abundance of content leads to difficulty in finding credible information
 - (C) Only the wealthy have access to high-speed internet services
 - (D) Digital media produces more revenue than traditional media
- Q43.** Based on the text, how does the 'Echo Chamber' effect impact the 'Public Sphere'?
- (A) It fosters a healthy, rational debate between opposing viewpoints



- (B) It strengthens democratic values by providing diverse perspectives
- (C) It isolates individuals within their own biases, preventing open discourse
- (D) It forces social media platforms to implement stricter fact-checking

Q44. What is the defining characteristic of 'Post-Truth' politics as mentioned in the passage?

- (A) A strict adherence to scientific data and objective reality
- (B) The use of horizontal communication to promote transparency
- (C) Prioritizing emotional sentiment and personal belief over factual evidence
- (D) The total disappearance of political parties from social media

Q45. The transition from 'Vertical' to 'Horizontal' communication primarily signifies:

- (A) A move from top-down authority to decentralized, peer-to-peer interaction
- (B) The replacement of digital screens with traditional print newspapers
- (C) An increase in the cost of producing television advertisements
- (D) The government's total control over the internet infrastructure

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.

"In the Indian democratic setup, Article 19(1)(a) grants citizens the fundamental right to freedom of speech and expression. However, this is not an absolute right; it is subject to 'reasonable restrictions' under Article 19(2) in the interests of the sovereignty and integrity of India, public order, and defamation. In the realm of Journalism, this legal framework is complemented by a self-regulatory ethical code. The 'Press Council of India' (PCI) serves as a statutory quasi-judicial body that maintains and improves the standards of newspapers. While the PCI can 'censure' a publication for unethical conduct, it lacks the 'teeth' to impose legal penalties or fines. This has led to an ongoing debate regarding 'Self-regulation' versus 'Statutory Regulation'. Proponents of self-regulation argue that state



intervention leads to censorship, while critics point to the rise of 'Paid News' and 'Yellow Journalism' as evidence that the industry cannot police itself effectively."

- Q46.** According to the passage, the 'Freedom of Speech and Expression' in India is:
- (A) An absolute right that cannot be restricted by the state
 - (B) Limited only by the personal whims of the ruling government
 - (C) Subject to reasonable restrictions defined under Article 19(2)
 - (D) Applicable only to registered journalists and media houses
- Q47.** Which of the following is NOT mentioned as a ground for restricting free speech under Article 19(2)?
- (A) Sovereignty and Integrity of India
 - (B) Public Order
 - (C) Promotion of private business interests
 - (D) Defamation
- Q48.** The passage describes the Press Council of India (PCI) as having no 'teeth'. What does this metaphor imply about the body?
- (A) It is a private organization with no government backing
 - (B) It lacks the power to impose strictly legal or financial punishments
 - (C) It only handles cases related to television and digital media
 - (D) Its members are not trained in legal or judicial matters
- Q49.** What is the primary argument used by supporters of 'Self-regulation' in media?
- (A) That it increases the profit margins of media conglomerates
 - (B) That government intervention could lead to state-sponsored censorship
 - (C) That the public prefers sensationalized news over objective facts
 - (D) That journalists are legally immune to the laws of defamation
- Q50.** Based on the passage, 'Yellow Journalism' is cited as a reason for:



- (A) Increasing the credibility of the Press Council of India
- (B) Promoting Article 19(1)(a) among the rural population
- (C) Questioning the effectiveness of the self-regulatory model of media
- (D) Encouraging the government to abolish all media laws



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

Concept: Wilbur Schramm expanded the linear Shannon-Weaver communication model by introducing a circular and interactive view of communication. He emphasized that communication is not a one-way process but a shared experience between sender and receiver. His key contribution was the idea of “Field of Experience,” which includes cultural background, knowledge, and social context. This determines how messages are encoded, interpreted, and responded to in communication.

Solution: The Shannon-Weaver Model originally described communication as a linear process consisting of sender, message, channel, receiver, and noise. However, it lacked the idea of feedback and shared understanding. Wilbur Schramm modified this model by introducing the concept of a shared “Field of Experience,” where both sender and receiver interpret messages based on their personal backgrounds. He also added feedback, making communication a circular process. This transformation changed communication theory from a mechanical transmission model into a social interaction model where meaning is co-created between participants.

Final Answer: The 'Field of Experience' and the circularity of feedback

Answer: (B)

Q2.**Solution**

Concept: The transition from radio to television during the Golden Age of Radio was driven primarily by technological advancement and economic incentives. Television introduced visual communication, which significantly enhanced audience engagement. Advertisers found TV more effective because visual content increased emotional appeal and product demonstration capability. This shift is often explained through media economics and audience psychology, where visual media provides stronger persuasive power than audio-only formats.

Solution: The decline of radio's dominance and the rise of television in the 1930s–1940s was largely due to the superior advertising potential of television. TV combined audio and visual elements, making it more engaging and persuasive. Advertisers achieved higher returns on investment because visual storytelling created stronger consumer interest and brand recall. While radio remained important, it could not match television's immersive experience. Therefore, economic factors linked to advertising effectiveness were the key drivers of this media transition.

Final Answer: The visual 'Primary Narcissism' of TV offered higher advertising ROI

Answer: (B)



Q3.

Solution

Concept: The Agenda-Setting Theory explains how media influences public perception by determining which issues are considered important. It does not directly tell people what to think, but it strongly influences what people think about. By repeatedly highlighting certain topics, media shapes public priorities and discussion. This theory is central to understanding modern media's role in shaping social awareness and political discourse.

Solution: The Agenda-Setting Theory argues that media has a powerful role in shaping public opinion indirectly. Instead of telling audiences what opinions to hold, media decides which issues receive attention and prominence. As a result, audiences begin to perceive those issues as important. This process significantly influences social change because public discourse is structured around media priorities. Unlike the Hypodermic Needle Theory, which assumes direct influence, agenda-setting focuses on issue salience rather than direct persuasion.

Final Answer:

Answer: (C)

Q4.

Solution

Concept: The Two-Step Flow model, proposed by Paul Lazarsfeld, emphasizes the role of opinion leaders in communication. It suggests that media messages are first received by influential individuals, who then interpret and pass them on to others. This highlights the importance of interpersonal communication in shaping attitudes and behavior, rather than direct media influence alone.

Solution: The Two-Step Flow model proposes that mass media does not directly influence all individuals equally. Instead, opinion leaders act as intermediaries who interpret media messages and then communicate them to others in society. These opinion leaders have greater social influence and credibility within their groups. As a result, interpersonal communication becomes more influential than direct media exposure in shaping attitudes and social change. This model challenges the idea of passive audiences and highlights active interpretation in communication.

Final Answer:

Answer: (B)



Q5.

Solution

Concept: Communication models represent different theoretical frameworks explaining how information flows. The SMCR model by David Berlo focuses on Source, Message, Channel, and Receiver. The Shannon-Weaver model by Claude Shannon emphasizes transmission with noise. The Lasswell model focuses on “Who says What in Which Channel to Whom with What Effect.” Gatekeeping theory by Kurt Lewin explains how information is filtered before reaching audiences.

Solution: Matching communication models with their inventors requires identifying each theoretical contribution. The SMCR model was developed by David Berlo, focusing on communication components. The Shannon-Weaver model was developed by Claude Shannon to explain transmission systems. The Lasswell model was proposed by Harold Lasswell to analyze communication structure. Gatekeeping theory was introduced by Kurt Lewin to explain information filtering. Therefore, the correct matching is A-ii, B-i, C-iii, D-iv.

Final Answer: A-ii, B-i, C-iii, D-iv

Answer: (A)

Q6.

Solution

Concept: The SITE experiment (Satellite Instructional Television Experiment) was launched in India in 1975 as a major communication and development initiative. It used satellite technology to deliver educational content to rural areas. The project demonstrated the potential of television as a tool for social development, especially in agriculture, health, and education.

Solution: The SITE project was initiated to explore the use of satellite television for rural development in India. It aimed to provide educational programming to remote villages that lacked access to formal education and media infrastructure. The broadcasts focused on topics such as agriculture, health awareness, family planning, and basic education. Conducted in collaboration with NASA, SITE was a landmark experiment showing how communication technology could be used for national development rather than entertainment alone.

Final Answer: To use satellite technology for rural education and community development

Answer: (B)



Q7.

Solution

Concept: In communication theory, noise refers to any disturbance that affects message clarity. Semantic noise specifically relates to meaning-related misunderstandings. It occurs when the sender and receiver interpret words, symbols, or language differently due to differences in education, culture, or knowledge. It is distinct from physical noise, which refers to technical interference in transmission.

Solution: Semantic noise occurs when the meaning of a message is distorted due to differences in understanding between sender and receiver. This can happen when complex jargon, ambiguous language, or unfamiliar symbols are used. Unlike physical noise, which involves technical disruption, semantic noise is psychological and interpretive in nature. It leads to miscommunication even if the message is transmitted clearly. Therefore, semantic noise is best described as misunderstanding caused by language or symbol complexity.

Final Answer: Misunderstanding caused by the use of complex jargon or symbols

Answer: (B)

Q8.

Solution

Concept: The inverted pyramid style of news writing organizes information in descending order of importance. The most critical details (5Ws and 1H) are placed at the top, followed by supporting information. This structure ensures that even if a news story is cut from the bottom, essential facts remain intact. It is widely used in journalism for clarity and efficiency.

Solution: The inverted pyramid structure prioritizes essential information at the beginning of a news story. If a reporter includes all 5Ws and 1H in the lead, the story becomes front-loaded with critical details. The main risk is that if the article is shortened during editing, no essential information is lost because it is already presented at the top. However, this also reduces suspense or narrative buildup. Therefore, the structural risk is that important information remains safe but the storytelling hook may be reduced.

Final Answer: Critical information may be lost if the story is trimmed from the bottom

Answer: (C)



Q9.

Solution

Concept: Civil defamation in Indian media law is a tort law concept focused on protecting an individual's reputation from false statements that cause harm. Unlike criminal defamation, it does not involve imprisonment but instead deals with compensation for damages. The primary objective is to restore dignity and reputation through monetary relief awarded by a civil court.

Solution: Civil defamation is not intended to punish the offender with jail terms or censorship of content before publication. Instead, it focuses on compensating the victim for reputational harm caused by defamatory statements. The court evaluates the extent of damage and may award monetary compensation to restore the individual's reputation. Therefore, the essence of civil defamation lies in providing financial relief rather than criminal punishment or preventive censorship.

Final Answer: Restoring the reputation of the individual through monetary compensation

Answer: (B)

Q10.

Solution

Concept: Aristotle's ethical philosophy, particularly Virtue Ethics, emphasizes the "Golden Mean," which advocates moderation between extremes of excess and deficiency. In journalism, this principle is applied to ensure balanced reporting, fairness, and avoidance of bias. It focuses on developing moral character rather than following strict rules or maximizing utility.

Solution: The Golden Mean is a central concept in Aristotle's Virtue Ethics, which suggests that moral behavior lies between two extremes. In journalism, this translates into balanced and fair reporting without sensationalism or suppression of facts. It encourages moderation in tone, language, and representation of issues. Unlike utilitarianism or deontological ethics, Aristotle's approach focuses on practical wisdom and ethical balance. Therefore, the origin of the Golden Mean is attributed to Aristotle.

Final Answer: Aristotle (Virtue Ethics)

Answer: (C)



Q11.

Solution

Concept: Libel is a form of defamation in written or published form. In journalism law, truth combined with good faith and public interest serves as a strong legal defense against libel charges. Courts often protect journalistic freedom when the published content is accurate and serves societal welfare.

Solution: The strongest defense against a libel accusation is proving that the statement is true and published in good faith for public interest. Truth is an absolute defense in defamation law in many jurisdictions, including India, especially when supported by evidence. Additionally, demonstrating that the publication aimed at informing the public strengthens the defense. Other options such as deadlines, audience type, or publication medium do not provide legal protection against libel claims.

Final Answer: The statement was made in "good faith" for the public good and is true

Answer: (A)

Q12.

Solution

Concept: Journalism terminology includes structural and editorial components of news production. Masthead refers to the newspaper's title design, byline indicates the reporter's name, lead is the opening paragraph of a news story, and brief refers to short news summaries. Understanding these terms is essential for news organization and formatting.

Solution: Matching journalism terms requires identifying their correct definitions. The masthead is the newspaper's title or logo displayed prominently. The byline is the name of the reporter who wrote the story. The lead is the opening paragraph that summarizes the key information of the news. A brief is a short news item or summary. Therefore, the correct matching is A-ii, B-iii, C-iv, D-i.

Final Answer: A-ii, B-iii, C-iv, D-i

Answer: (A)



Q13.

Solution

Concept: The “Why” element in the 5Ws and 1H framework deals with causation, motivation, and interpretation of events. Unlike factual elements such as who, what, when, and where, “why” often involves analysis, assumptions, and multiple perspectives, making it more subjective and complex in journalism.

Solution: Among the 5Ws and 1H, the “Why” component is the most difficult to verify because it deals with motives and underlying causes. These are often not directly observable and require interpretation, investigation, and analysis. This leads to interpretative journalism, where reporters go beyond facts to explain reasons behind events. Unlike time, place, or subject, “why” introduces subjectivity and complexity, making it the most analytically challenging element.

Final Answer: Why (Motive/Cause)

Answer: (C)

Q14.

Solution

Concept: The Press Council of India (PCI) is a quasi-judicial body that acts as a moral watchdog for the press. It promotes journalistic ethics and press freedom but does not have punitive enforcement powers like courts or law enforcement agencies. Its authority is largely advisory and corrective in nature.

Solution: The Press Council of India cannot impose fines, cancel registration, or arrest individuals. Its role is limited to maintaining journalistic standards through moral authority. It can only issue warnings, admonitions, or censures to newspapers or journalists who violate ethical norms. This limitation ensures press freedom while still encouraging ethical responsibility. Therefore, its power is advisory rather than punitive.

Final Answer: It can only warn, admonish, or censure the newspaper

Answer: (C)



Q15.

Solution

Concept: Crisis communication in Public Relations focuses on transparency, accountability, and trust-building. Ethical crisis management prioritizes public safety and honest communication over reputation protection tactics that may mislead or deflect responsibility. Long-term brand credibility depends on openness and corrective action rather than concealment or blame shifting.

Solution: In a product-harm crisis, the most ethical and effective strategy is to act transparently and responsibly by acknowledging the issue, recalling the product immediately, and communicating clearly with stakeholders. This approach minimizes harm, builds public trust, and demonstrates corporate accountability. Strategies like stone-walling, covert advertising, or shifting blame may offer short-term protection but damage long-term brand reputation. Therefore, full disclosure and corrective action represent the most ethical PR response.

Final Answer: Full disclosure, immediate product recall, and transparent communication

Answer: (B)

Q16.

Solution

Concept: Covert advertising, or stealth marketing, refers to promotional content that is integrated into media in a way that does not explicitly reveal its advertising intent. It is designed to influence audiences subtly, often through entertainment or contextual placement rather than direct commercial messaging.

Solution: Product placement is a classic example of covert advertising, where a brand or product appears naturally within a film or television scene without overt promotional labeling. Unlike traditional commercials or sponsored ads, it blends into the narrative and influences audience perception subtly. Options like TV commercials, magazine ads, and YouTube sponsored ads are clearly identifiable forms of advertising, not covert marketing. Therefore, product placement best represents stealth marketing.

Final Answer: A brand's logo appearing prominently in a movie scene (Product Placement)

Answer: (B)



Q17.

Solution

Concept: Brand equity refers to the value a brand holds in the minds of consumers based on perception, recognition, trust, and emotional association. It represents how strongly consumers prefer a brand over competitors, beyond its physical or financial assets.

Solution: Brand equity is the commercial and psychological value derived from consumer perception of a brand name. A strong brand equity allows companies to charge premium prices, build loyalty, and gain competitive advantage. It is not related to advertising expenditure, employee count, or physical assets, but rather to how consumers perceive and trust the brand. Therefore, brand equity is fundamentally tied to consumer perception and brand reputation.

Final Answer: The commercial value derived from consumer perception of the brand name

Answer: (B)

Q18.

Solution

Concept: Advertising and Public Relations are both communication tools but differ in purpose and control. Advertising is paid communication where organizations directly control the message. Public Relations focuses on building relationships and credibility through earned media, third-party endorsements, and public engagement.

Solution: The fundamental difference is that advertising is a paid form of communication where the sponsor controls the message, while public relations relies on earned media and relationship building to influence public perception. PR aims to gain trust through media coverage, events, and communication strategies without direct payment for space or time. Therefore, advertising is paid communication, whereas PR is relationship-based earned communication.

Final Answer: Advertising is paid communication, while PR focuses on building relationships through earned m

Answer: (C)



Q19.

Solution

Concept: A press release is a strategic communication tool used in Public Relations to provide structured information to journalists. Its primary purpose is to inform media professionals and encourage them to publish or broadcast the story, thereby shaping public perception through media coverage.

Solution: A press release is not a sales document, legal contract, or regulatory filing. Instead, it is designed to present information in a newsworthy format that attracts journalists' attention. The goal is to influence media coverage by providing clear, credible, and relevant information from the organization's perspective. Therefore, its primary function is to persuade journalists to cover the story.

Final Answer: Persuade journalists to cover a story from the organization's perspective

Answer: (B)

Q20.

Solution

Concept: Radio production involves technical and creative components that ensure clear audio communication. Each element has a specific role, such as capturing sound, mixing inputs, or enhancing signal strength. Understanding these components is essential for effective audio production.

Solution: Scripting for the ear refers to writing designed for listening clarity and simplicity, matching A-ii. Microphone types relate to sound conversion into electrical signals, matching B-i. A mixer combines multiple audio inputs into a single output, matching C-iii. An amplifier increases the strength of audio signals, matching D-iv. Therefore, the correct pairing is A-ii, B-i, C-iii, D-iv.

Final Answer: A-ii, B-i, C-iii, D-iv

Answer: (A)



Q21.

Solution

Concept: The history of cinema includes pioneering figures and movements that shaped global and Indian film industries. Dadasaheb Phalke is regarded as the father of Indian cinema, while the Lumière Brothers were early innovators of motion pictures in France. Manthan is a notable Indian film associated with realism and social themes, and Parallel Cinema represents a movement focused on realistic and socially relevant storytelling.

Solution: Matching cinema personalities and contributions requires identifying historical and thematic associations. Dadasaheb Phalke pioneered Indian feature filmmaking (A-ii). The Lumière Brothers were early pioneers of motion pictures in France (B-iii). Manthan is associated with documentary-style, cooperative farming themes in India (C-i). Parallel Cinema represents a socially relevant and realistic film movement (D-iv). Therefore, the correct match is A-ii, B-iii, C-i, D-iv.

Final Answer: A-ii, B-iii, C-i, D-iv

Answer: (A)

Q22.

Solution

Concept: In television production, pre-production involves planning and visualization of the entire program before actual shooting begins. Visual planning tools help the production team understand camera angles, framing, and transitions. A storyboard is a sequence of drawings that represents each shot and helps translate the script into visual form.

Solution: The storyboard acts as the visual blueprint during the pre-production stage of a TV program. It maps out each scene, shot composition, camera movement, and transition, allowing the director and crew to visualize the final output before shooting begins. Other options like edit lists and rundown sheets are used in later stages of production, not in initial visual planning. Therefore, the storyboard is the correct document used for visual mapping.

Final Answer: The Storyboard

Answer: (B)



Q23.

Solution

Concept: Chroma keying is a visual effects technique used in television and film production where a specific color background (usually green or blue) is replaced with another image or video during compositing. It is widely used in both production and post-production stages depending on workflow requirements.

Solution: The chroma key process is primarily applied during production when actors are filmed in front of a green screen, and later during post-production when the background is digitally replaced using compositing software. It is not limited to scripting, scouting, marketing, or live telecast phases. Therefore, it belongs to production and post-production stages where visual effects are created and integrated.

Final Answer: Production (Principal Photography) or Post-production (Compositing)

Answer: (B)

Q24.

Solution

Concept: A documentary is a factual media format that presents real events, people, or issues using authentic footage and evidence-based storytelling. A docudrama, however, blends factual content with dramatized reenactments to enhance narrative appeal while still being based on real-life events.

Solution: The key difference between a documentary and a docudrama is the use of dramatization. Docudramas reconstruct real events using actors and scripted scenes to make the story more engaging. Documentaries, on the other hand, rely primarily on real footage, interviews, and factual narration without dramatized reenactments. Therefore, docudramas use re-enactments with actors to depict real events, distinguishing them from pure documentaries.

Final Answer: Docudramas use re-enactments with actors to depict real events

Answer: (B)



Q25.

Solution

Concept: In television production, live broadcasts often involve multiple cameras capturing different angles simultaneously. The director is responsible for real-time decision-making, including switching between camera feeds, coordinating the crew, and ensuring smooth broadcast flow.

Solution: The director plays the central role in multi-camera television production. During live broadcasts, the director calls the shots, decides which camera feed goes live, and ensures continuity and pacing of the program. Other roles like production assistant, gaffer, and floor manager support operations but do not control live switching decisions. Therefore, the director is responsible for multi-camera switching and live direction.

Final Answer: Director

Answer: (B)

Q26.

Solution

Concept: The silent film era in early cinema was defined not only by the absence of synchronized sound but also by several socio-cultural and technical constraints. Early filmmakers had limited access to trained actors, especially female performers, due to social norms. This directly influenced casting practices in pioneering films like Raja Harishchandra.

Solution: One of the most significant constraints faced by Dadasaheb Phalke was the unavailability of female actors in Indian society during the early 20th century. As acting was not considered a respectable profession for women at the time, Phalke had to cast male actors in female roles, such as Anna Salunke. This practice became a defining feature of early silent cinema in India. Other options are incorrect as artificial lighting, film length restrictions, and kinoscope usage do not accurately represent the primary constraint of Phalke's production environment.

Final Answer: Lack of female actors

Answer: (B)



Q27.

Solution

Concept: Early cinema technology differed significantly between inventors like Thomas Edison and the Lumière Brothers. Edison's Kinetoscope was designed for individual viewing, while the Lumière Brothers developed a projection-based system that allowed collective viewing, which became the foundation of modern cinema exhibition.

Solution: The key advantage of the Cinématographe was its multifunctionality—it served as a camera, film processor (printer), and projector in a single lightweight device. This allowed the Lumière Brothers to not only record motion pictures but also project them to a large audience, unlike Edison's Kinetoscope, which was restricted to one viewer at a time. This innovation made cinema a public, shared experience and marked a major technological advancement in film history.

Final Answer: It was a portable device that served as a camera, projector, and printer

Answer: (B)

Q28.

Solution

Concept: The film *Manthan* (1976), directed by Shyam Benegal, is a landmark in Parallel Cinema and is notable for its unique participatory funding model. It reflects the collaboration between cinema and grassroots social movements, particularly in the dairy cooperative sector in India.

Solution: *Manthan* was produced using a pioneering crowdfunding model where half a million dairy farmers contributed a small amount (2 each) to finance the film. This collective funding approach made it one of the earliest examples of participatory cinema production in India. The film was not solely dependent on government subsidy, World Bank funding, or unpaid labor, but on community-based financial participation. Therefore, the crowdfunding model involving dairy farmers is the correct answer.

Final Answer: Crowdfunding by dairy farmers

Answer: (B)



Q29.

Solution

Concept: Parallel Cinema, also known as the New Indian Wave, emerged as an alternative to mainstream Bollywood. It focused on realism, social issues, and artistic storytelling rather than commercial entertainment formulas such as song-dance routines or star-driven narratives.

Solution: The primary distinction of Parallel Cinema was its rejection of the star system and formulaic storytelling of mainstream Bollywood. Instead, it emphasized social realism, natural performances, and grounded narratives reflecting real-life issues. Directors like Satyajit Ray, Mrinal Sen, and Shyam Benegal contributed to this movement. Unlike commercial cinema, it avoided excessive glamour, songs, and escapist themes. Therefore, the rejection of the star system and focus on realism defines the movement.

Final Answer: The rejection of the 'star system' in favor of social realism and understated acting

Answer: (B)

Q30.

Solution

Concept: Film Noir is a cinematic style that emerged in the 1940s, characterized by dark visual aesthetics and morally complex storytelling. It often reflects post-war pessimism, featuring crime-driven plots, psychological tension, and visually stylized lighting techniques.

Solution: The defining features of Film Noir include low-key lighting (chiaroscuro), creating strong contrasts between light and shadow, along with themes of cynicism, moral ambiguity, and the presence of a "Femme Fatale" character who often leads the protagonist into danger. These elements collectively create a dark, pessimistic mood that distinguishes Film Noir from other genres. Therefore, the combination of chiaroscuro lighting, cynical heroes, and femme fatale characters best defines the genre.

Final Answer: Low-key lighting (Chiaroscuro), cynical heroes, and 'Femme Fatale' characters

Answer: (B)

Q31.

Solution

Concept: Cyber activism uses digital platforms to mobilize public opinion and create awareness. However, not all online participation translates into meaningful offline action. Some forms of engagement require minimal effort and provide symbolic rather than substantive impact.

Solution: The term "slacktivism" refers to low-effort online activism, such as liking, sharing, or commenting on posts, which gives users a sense of participation without requiring real-world action. While it helps spread awareness, its actual impact on policy or social change is often limited. Other options like digital diplomacy, crowdsourcing, and algorithmic bias refer to different concepts unrelated to passive online engagement. Therefore, slacktivism is the correct term.

Final Answer: Slacktivism

Answer: (B)



Q32.

Solution

Concept: Netiquette refers to the set of rules and norms governing respectful and responsible behavior in online communication. Violations of netiquette include behaviors that are abusive, disruptive, or harmful to other users in digital spaces. One such behavior is flaming, which is characterized by emotional and offensive online exchanges.

Solution: Flaming involves posting hostile, aggressive, or insulting messages targeted at individuals or groups in online forums or social media platforms. It disrupts constructive communication and violates principles of respectful digital interaction. Unlike spamming, which is repetitive messaging, or doxing and astroturfing, flaming is specifically about verbal aggression and personal attacks in public online discussions. Therefore, it is considered a clear breach of netiquette.

Final Answer: Posting abusive or insulting messages online

Answer: (B)

Q33.

Solution

Concept: Jurgen Habermas's theory of the public sphere emphasizes the importance of open, rational discourse in democratic societies. In the digital age, social media can function as an extension of this public sphere if it enables inclusive participation and free debate.

Solution: According to Habermas, a digital public sphere exists when individuals are able to freely exchange ideas, debate public issues, and engage in rational-critical discussion without structural barriers. Social media ideally supports this by lowering entry barriers and enabling diverse voices. However, commercialization, misinformation, and algorithmic bias can distort this ideal. Therefore, the correct description is that it provides a space for free, rational, and open debate on public issues.

Final Answer: Space for free and rational public debate

Answer: (B)



Q34.

Solution

Concept: Trolling is a disruptive behavior in online communication where individuals intentionally provoke emotional reactions or conflict. It is not aimed at constructive dialogue but at entertainment, disruption, or attention-seeking.

Solution: The primary objective of an internet troll is to intentionally provoke anger, confusion, or emotional responses from other users. Trolls often disrupt discussions for personal amusement or to create chaos in online communities. Unlike constructive contributors, trolls are not focused on accuracy, improvement, or helpful feedback. Therefore, their behavior is primarily driven by disruption and provocation.

Final Answer: To provoke emotional response or disrupt discussion

Answer: (B)

Q35.

Solution

Concept: The echo chamber effect in social media occurs when users are exposed primarily to information and opinions that align with their existing beliefs. Algorithms based on homophily reinforce this by showing similar content repeatedly, reducing exposure to diverse perspectives.

Solution: Echo chambers are harmful to democratic discourse because they limit users' exposure to diverse viewpoints. When individuals are repeatedly shown content that confirms their existing beliefs, it strengthens ideological polarization and reduces critical thinking. This can fragment public opinion and weaken democratic deliberation. Therefore, the main issue is reinforcement of existing beliefs leading to polarization.

Final Answer: Reinforcement of existing beliefs leading to polarization

Answer: (B)

Q36.

Solution

Concept: Alvin Toffler's concept of "prosumer" describes the evolving role of media audiences in the digital age. With interactive technologies, users are no longer passive consumers but also actively contribute to content creation and distribution.

Solution: The term "prosumer" refers to the blending of production and consumption roles in media. In the internet paradigm, users generate content (posts, videos, reviews) while also consuming content created by others. This blurs the traditional boundary between producers and audiences. Therefore, the correct interpretation is that the distinction between content producers and consumers has become increasingly blurred.

Final Answer: The boundary between the producer of content and the consumer has blurred

Answer: (B)



Q37.

Solution

Concept: Media convergence refers to the integration of different media technologies and platforms, enabling content to flow across multiple formats. Technological convergence specifically focuses on the merging of functions within a single device.

Solution: Technological convergence occurs when one device performs multiple media functions such as communication, entertainment, and information access. A smartphone is a classic example, as it integrates reading, audio playback, video streaming, and communication capabilities. Other options describe media ownership, globalization, or journalism practices rather than technological integration. Therefore, smartphone multifunctionality represents technological convergence.

Final Answer: A smartphone being used to read text, listen to music, and watch broadcast video

Answer: (B)

Q38.

Solution

Concept: Real-time journalism is driven by the speed of digital media, where news is published instantly across platforms. While this improves immediacy, it also introduces ethical risks related to accuracy and verification.

Solution: A major ethical risk of real-time journalism is the reduction of fact-checking and editorial verification due to pressure to publish quickly. In the race to be first, journalists may compromise traditional gatekeeping processes, leading to the spread of misinformation or incomplete reporting. Other options relate to costs or access issues but do not represent core ethical concerns. Therefore, the key risk is sacrificing verification for speed.

Final Answer: The sacrifice of factual verification and 'Gatekeeping' for the sake of being first

Answer: (B)



Q39.

Solution

Concept: Lev Manovich, in his theory of New Media, identifies “numerical representation” as a core principle. It means that digital media is fundamentally encoded in numerical form, allowing it to be stored, processed, and manipulated using algorithms and computational systems. This distinguishes new media from analog media, which is continuous and not easily computable.

Solution: Numerical representation implies that all new media objects exist in a digital, computable form. Because they are encoded numerically, they can be mathematically described, edited, transformed, and processed using algorithms. This enables features like editing, filtering, compression, and automation in digital systems. Therefore, new media objects are subject to algorithmic manipulation, which is central to Manovich’s framework. Other options are incorrect because new media is not analog, not limited to financial data, and can be edited after publication.

Final Answer: Can be described mathematically and are subject to algorithmic manipulation

Answer: (B)

Q40.

Solution

Concept: Hypertextuality in new media refers to the ability of digital texts to be interconnected through hyperlinks, allowing users to navigate information in a non-linear manner. This fundamentally changes traditional narrative structures, which were linear and author-controlled.

Solution: Hypertextuality shifts narrative control from the creator to the user by enabling non-linear navigation through linked content. Instead of following a fixed sequence defined by the author, users can choose their own reading paths, jump between sections, and construct personalized interpretations. This decentralizes authorship and empowers the audience as active participants in meaning-making. Therefore, control over narrative flow moves from the author/creator to the user/navigator.

Final Answer: The author/creator to the user/navigator

Answer: (B)



Q41.

Solution

Concept: In traditional mass communication systems like print, radio, and television, information flow was largely controlled by intermediaries known as gatekeepers. These entities filtered, selected, and shaped news before it reached the audience, thereby controlling public access to information.

Solution: Gatekeepers in the traditional broadcast era played a crucial role in deciding which news stories were significant enough to be published or broadcast. Editors, producers, and media owners acted as filters who selected content based on editorial policies, audience relevance, and institutional priorities. This ensured that only curated information reached the public, limiting direct access to raw or unfiltered information. Therefore, their primary function was selection and filtering of news for public dissemination.

Final Answer: To decide which news stories were important enough to reach the public

Answer: (B)

Q42.

Solution

Concept: The “Paradox of Plenty” in media theory refers to the contradiction between excessive information availability and the human inability to effectively process it. In the digital age, audiences are exposed to vast amounts of content, making it harder to identify reliable and relevant information.

Solution: The paradox describes a situation where there is an overwhelming abundance of information, but users struggle to locate credible, accurate, or meaningful content. This leads to confusion, information overload, and reliance on algorithms or gatekeepers for filtering. It does not refer to scarcity, economic inequality, or revenue generation. Therefore, it highlights difficulty in finding credible information despite abundance.

Final Answer: An abundance of content leads to difficulty in finding credible information

Answer: (B)



Q43.

Solution

Concept: The “Echo Chamber” effect in media studies refers to environments where individuals are exposed primarily to information that reinforces their existing beliefs. This limits exposure to diverse viewpoints and weakens the deliberative quality of the public sphere.

Solution: Echo chambers fragment the public sphere by isolating individuals within ideologically similar groups. As users are repeatedly exposed to reinforcing content, their biases are strengthened, and opposing perspectives are excluded. This reduces meaningful dialogue and undermines rational-critical debate, which is essential for a healthy democratic public sphere. Therefore, it leads to isolation and reduced open discourse.

Final Answer: It isolates individuals within their own biases, preventing open discourse

Answer: (C)

Q44.

Solution

Concept: Post-truth politics refers to a communication environment where emotional appeal and personal beliefs have greater influence on public opinion than objective facts or evidence. It reflects a shift in how truth is perceived in political discourse.

Solution: The defining feature of post-truth politics is the prioritization of emotional sentiment, personal belief, and subjective perception over factual accuracy and objective reality. In such contexts, facts become less influential in shaping public opinion than narratives that resonate emotionally with audiences. Therefore, truth becomes secondary to belief and emotion.

Final Answer: Prioritizing emotional sentiment and personal belief over factual evidence

Answer: (C)

Q45.

Solution

Concept: Communication models distinguish between vertical (top-down) and horizontal (peer-to-peer) communication structures. Traditional media often followed vertical models, while digital platforms enable horizontal, decentralized interaction among users.

Solution: The shift from vertical to horizontal communication represents a transformation from centralized control of information to decentralized and participatory communication. In horizontal systems, users interact directly with each other without relying solely on institutional intermediaries. This change is a key feature of new media environments and social networking platforms. Therefore, it signifies a move toward peer-to-peer interaction.

Final Answer: A move from top-down authority to decentralized, peer-to-peer interaction

Answer: (A)



Q46.

Solution

Concept: In the Indian Constitution, the right to freedom of speech and expression is guaranteed under Article 19(1)(a). However, this right is not absolute and is balanced by constitutional restrictions to protect national interest, public order, and individual rights. These limitations are explicitly defined under Article 19(2).

Solution: Freedom of speech and expression in India is a fundamental right but it is subject to reasonable restrictions imposed by the state under Article 19(2) of the Constitution. These restrictions are designed to maintain sovereignty, public order, decency, morality, and other essential societal interests. Therefore, it is neither absolute nor limited by government whims, nor restricted only to journalists. The correct interpretation is that it is constitutionally regulated.

Final Answer: Subject to reasonable restrictions defined under Article 19(2)

Answer: (C)

Q47.

Solution

Concept: Article 19(2) of the Indian Constitution outlines specific grounds on which freedom of speech can be restricted. These include sovereignty and integrity of India, public order, decency, morality, defamation, and related concerns. Any option outside these constitutional grounds is not valid.

Solution: Among the given options, “promotion of private business interests” is not a constitutionally recognized ground for restricting free speech under Article 19(2). The other options—sovereignty and integrity of India, public order, and defamation—are valid legal grounds for restriction. Therefore, the correct answer is the option that falls outside constitutional provisions.

Final Answer: Promotion of private business interests

Answer: (C)

Q48.

Solution

Concept: The Press Council of India (PCI) is a statutory body responsible for maintaining journalistic ethics and press standards. However, it is often described as lacking enforcement power, meaning it cannot impose strong legal penalties like fines or imprisonment.

Solution: Saying that the PCI has “no teeth” is a metaphor indicating that it lacks strong punitive authority. While it can issue warnings, advisories, and censures, it cannot enforce strict legal or financial punishments against media organizations. This limits its effectiveness as a regulatory body. Therefore, the phrase highlights its weak enforcement capability.

Final Answer: It lacks the power to impose strictly legal or financial punishments

Answer: (B)



Q49.

Solution

Concept: Self-regulation in media refers to industry-driven mechanisms where journalists and media organizations regulate their own conduct without heavy government intervention. This model is based on the principles of press freedom and independence.

Solution: Supporters of self-regulation argue that excessive government control over media can lead to censorship and suppression of press freedom. They believe that internal ethical codes and professional standards are more effective in maintaining accountability than state-imposed restrictions. Therefore, the main argument is to prevent government interference and avoid state-sponsored censorship.

Final Answer: That government intervention could lead to state-sponsored censorship

Answer: (B)

Q50.

Solution

Concept: Yellow Journalism refers to sensationalized, exaggerated, or misleading news reporting designed to attract attention rather than provide accurate information. It is often criticized for lowering journalistic standards and credibility.

Solution: In the passage context, yellow journalism is used as an example to highlight the weaknesses of self-regulation in media. It demonstrates how lack of strict enforcement can lead to sensationalism and unethical reporting practices. This raises concerns about whether self-regulatory systems are sufficient to maintain journalistic integrity. Therefore, it is cited to question the effectiveness of self-regulation.

Final Answer: Questioning the effectiveness of the self-regulatory model of media

Answer: (C)



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	B	3	C	4	B	5	A
6	B	7	B	8	C	9	B	10	C
11	A	12	A	13	C	14	C	15	B
16	B	17	B	18	C	19	B	20	A
21	A	22	B	23	B	24	B	25	B
26	B	27	B	28	B	29	B	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	C	44	C	45	A
46	C	47	C	48	B	49	B	50	C

