

CUET-UG Mass Media & Communication Sample Paper - 6

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. In the Shannon-Weaver Model of Communication, which component is primarily responsible for the 'semantic problem'—the discrepancy between the transmitter's intended meaning and the receiver's interpretation?

- (A) The Signal-to-Noise Ratio
- (B) The Entropy of the Source
- (C) The Decoding Process
- (D) The Transmission Channel

Q2. Which concept in 'Communication for Social Change' (CFSC) argues that development should be measured by 'horizontal' dialogue and collective action rather than the 'top-down' adoption of innovations?

- (A) Diffusion of Innovations Theory
- (B) Participatory Communication Paradigm
- (C) Dependency Theory
- (D) Magic Multiplier Theory
- (E)

Q3. The transition of Radio from a 'Point-to-Point' maritime safety tool to a 'Point-to-Mass' broadcasting medium was catalyzed most significantly by which historical development?



- (A) The invention of the Triode Audion by Lee de Forest
- (B) The sinking of the Titanic and the subsequent Radio Act of 1912
- (C) The development of Frequency Modulation (FM) by Edwin Armstrong
- (D) The establishment of the BBC as a public service broadcaster

Q4. During the 'Golden Age of Television,' the concept of 'Least Objectionable Program' (LOP) suggested that:

- (A) Audiences seek out high-brow educational content exclusively
- (B) Viewers watch whatever is on, leading networks to avoid controversial or demanding content
- (C) Competitive programming leads to a 'race to the top' in quality
- (D) Niche audiences are more valuable than mass audiences

Q5. Match the following journalism terms with their correct interpretations:

List I	List II
A. Inverted Pyramid Style	i. Legal injury to a person's reputation
B. 5Ws and 1H	ii. Ethical principles guiding media conduct
C. Defamation	iii. Most important information presented first
D. Media Ethics	iv. Fundamental questions in news reporting

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

Q6. The 'Dominant Paradigm' of development communication in the 1950s was criticized by Latin American scholars for ignoring:

- (A) The role of technology in agriculture
- (B) Structural inequalities and the 'Core-Periphery' relationship
- (C) The importance of literacy in modernization
- (D) The efficacy of radio forums in rural areas



Q7. Match the following Advertising and Public Relations concepts with their correct functions:

List I	List II
A. Covert Advertising	i. Maintaining organizational image during emergencies
B. Brand Building	ii. Hidden advertising integrated into content
C. Crisis Management	iii. Establishing long-term consumer identity
D. Public Relations Officer (PRO)	iv. Liaison between organization and public

- (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

Q8. Under the Indian Penal Code, a 'Defamation' suit can be successfully defended using the plea of 'Fair Comment' only if:

- (A) The statement is a purely factual report without any opinion
- (B) The matter is of public interest and the opinion is based on true facts
- (C) The journalist proves they had no intention to hurt the subject
- (D) The content was published in a 'letters to the editor' section

Q9. Match the following television production stages and formats with their corresponding activities:

List I	List II
A. Pre-production	i. Editing, dubbing, and visual effects
B. Production Stage	ii. Script planning and budgeting
C. Post-production	iii. Actual recording and shooting process
D. Talk Show Format	iv. Interactive discussion-based programme

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



- Q10.** In the ethics of journalism, the 'Staged News' or 'Photo Opportunity' poses a challenge to which core principle?
- (A) Verification of Identity
 - (B) Objective Reality and Authenticity
 - (C) Protection of Confidential Sources
 - (D) Right to Privacy
- Q11.** The 'Right to be Forgotten' in digital journalism creates a conflict between individual privacy and:
- (A) The principle of 'Journalistic Privilege'
 - (B) The archival integrity of the public record
 - (C) The commercial interests of search engines
 - (D) The 'Fair Use' doctrine under Copyright law
 - (E)
- Q12.** A journalist recording a private conversation without consent using a hidden microphone, even if the information is of public interest, primarily risks violating:
- (A) The Law of Contempt of Court
 - (B) The Official Secrets Act
 - (C) Ethical standards of 'Intrusion' and the Right to Privacy
 - (D) The PRB Act (Press and Registration of Books)
- Q13.** A 'Covert Advertisement' (Surrogate Advertising) in the Indian context is frequently used to promote restricted products like alcohol by:
- (A) Using 'Bait and Switch' pricing tactics
 - (B) Leveraging 'Brand Extensions' like soda or music CDs
 - (C) Purchasing 'Native Ads' in financial newspapers
 - (D) Focusing on 'Subliminal Messaging' in 30-second spots
- Q14.** Match the following radio production elements with their correct technical roles:



List I	List II
A. Scripting for the ear	i. Enhances strength of audio output
B. Dynamic Microphone	ii. Writing style suitable for auditory comprehension
C. Mixer Console	iii. Balances multiple sound channels
D. Amplifier	iv. Suitable for live and outdoor recording

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

Q15. In 'Brand Building,' the 'Brand Equity' of a product is essentially:

- (A) The total cost of the advertising campaign
 (B) The physical assets owned by the manufacturing company
 (C) The value premium that a company generates from a product with a recognizable name
 (D) The legal ownership of the trademark and patent

Q16. The Public Relations Officer (PRO) acts as a 'Boundary Spanner.' This means their role is to:

- (A) Strictly control the internal flow of information to employees
 (B) Mediate between the organization's internal goals and external environmental expectations
 (C) Generate the highest possible 'Ad Value Equivalency' (AVE)
 (D) Replace the HR department in managing corporate culture

Q17. Which PR model, theorized by Grunig and Hunt, is considered the most ethical as it relies on mutual adjustment between the organization and its publics?

- (A) Press Agency/Publicity Model
 (B) Public Information Model
 (C) Two-Way Asymmetrical Model
 (D) Two-Way Symmetrical Model



Q18. In the 'Pre-production' stage of a TV show, the 'Script Breakdown' is essential for:

- (A) Choosing the background music and sound effects
- (B) Identifying every resource (cast, props, locations) needed for each scene
- (C) Determining the final color grade of the footage
- (D) Selling the concept to the television network

Q19. The 'Offline Edit' in Post-production is primarily concerned with:

- (A) High-resolution color correction and CGI
- (B) Creating the 'Story Cut' using low-resolution proxy files
- (C) Mixing the final 5.1 Surround Sound
- (D) Finalizing the broadcast-ready master file

Q20. A 'Rundown' in a Live News Broadcast format is:

- (A) The final script read by the News Anchor
- (B) A chronological list of segments, cues, and durations for the technical crew
- (C) The rehearsal done 24 hours before the shoot
- (D) The post-show analysis of TRP ratings

Q21. Match the following cinema-related personalities and concepts with their contributions:

List I	List II
A. Dadasaheb Phalke	i. Realistic socially conscious film movement
B. Lumière Brothers	ii. Pioneer of Indian feature cinema
C. Parallel Cinema	iii. Inventors of early motion picture screenings
D. Genre Films	iv. Classification such as thriller, comedy, horror

- (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.** When "Scripting for the Ear," a radio writer must avoid 'stacked' sentences with multiple clauses because:
- (A) Radio listeners have higher cognitive retention than readers
 - (B) The listener cannot "re-read" a sentence and must grasp meaning in real-time
 - (C) Short sentences are technically easier for the transmitter to process
 - (D) Complex grammar causes physical distortion in the microphone
- Q23.** Which Microphone polar pattern is most suitable for a "Face-to-Face" interview in a studio setting where two speakers sit directly opposite each other with one mic between them?
- (A) Unidirectional (Cardioid)
 - (B) Omnidirectional
 - (C) Bidirectional (Figure-of-Eight)
 - (D) Hyper-cardioid
- Q24.** In a Radio Mixer/Console, the 'Gain' control differs from the 'Fader' because:
- (A) Gain adjusts the input sensitivity of the preamp, while the Fader adjusts the output volume of the channel
 - (B) Gain is only used for music, while Faders are used for voices
 - (C) The Fader is an analog control, while Gain is always digital
 - (D) Gain controls the frequency (EQ), while the Fader controls the amplitude
- Q25.** The Lumiere Brothers' 'Cinématographe' was considered a superior innovation to Edison's 'Kinetoscope' primarily because:
- (A) It was capable of recording sound and image simultaneously
 - (B) It allowed for collective viewing via projection rather than individual viewing through a peephole
 - (C) It utilized 70mm film for higher resolution
 - (D) It was the first to use artificial studio lighting



- Q26.** Dadasaheb Phalke's 'Raja Harishchandra' (1913) is often analyzed as a tool for 'Cultural Nationalism' because it:
- (A) Was funded by the British Colonial Government
 - (B) Reclaimed Indian mythology and aesthetics from the dominant Western narrative
 - (C) Used only European actors to appeal to a global audience
 - (D) Was the first film to use synchronized sound in Marathi
- Q27.** Shyam Benegal's 'Manthan' (1976) is a landmark in Parallel Cinema history because of its unique 'Crowdfunding' model. Who were the primary producers of the film?
- (A) The National Film Development Corporation (NFDC)
 - (B) Five lakh farmers of the Gujarat Co-operative Milk Marketing Federation
 - (C) A group of anonymous NRI investors
 - (D) The Ministry of Information and Broadcasting
- Q28.** The 'Film Noir' genre is stylistically characterized by 'Chiaroscuro' lighting. This refers to:
- (A) Bright, even lighting that eliminates all shadows
 - (B) High-contrast lighting with deep shadows and bright highlights
 - (C) The use of psychedelic colors to represent dreams
 - (D) Naturalistic lighting meant to mimic a documentary
- Q29.** Which movement in cinema history directly influenced Indian Parallel Cinema's focus on real locations, non-professional actors, and social realism?
- (A) French New Wave
 - (B) Italian Neorealism
 - (C) German Expressionism
 - (D) Soviet Montage



List I	List II
A. Cyber Activism	i. Norms of polite digital interaction
B. Trolling	ii. Organized online campaigns for social causes
C. Netiquettes	iii. Deliberate provocative online behavior
D. Democratic Role of Social Media	iv. Enabling citizen participation and debate

Q30. Match the following social media concepts with their correct meanings:

- (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

Q31. 'Slacktivism' is a common critique of Cyber Activism. It refers to:

- (A) Highly organized digital hacking for social causes
- (B) Low-effort online support (like 'liking' a post) that lacks real-world impact
- (C) The use of professional bots to spread political propaganda
- (D) The total absence of censorship on social media platforms

Q32. The 'Echo Chamber' effect on social media platforms is primarily driven by:

- (A) Deliberate government filtering of news
- (B) Algorithmic curation that shows users content aligning with their existing beliefs
- (C) The lack of high-speed internet in rural areas
- (D) Netiquette guidelines that forbid arguing with others

Q33. According to 'Netiquette' (Network Etiquette), 'Flaming' refers to:

- (A) Sending useful links to multiple groups
- (B) Posting hostile and insulting messages intended to provoke a conflict
- (C) Using excessive emojis in a professional email
- (D) Tagging people in photos without their permission



- Q34.** In its 'Democratic Role,' social media serves as a 'Fifth Estate' by:
- (A) Providing a platform for citizens to bypass traditional media gatekeepers
 - (B) Regulating the behavior of traditional journalists
 - (C) Legally replacing the judiciary in civil disputes
 - (D) Ensuring that only government-verified news is circulated
- Q35.** The practice of 'Astroturfing' on social media involves:
- (A) Genuine grassroots movements organizing for reform
 - (B) Creating a false impression of widespread grassroots support using fake accounts
 - (C) Promoting environmental awareness through viral videos
 - (D) Reporting abusive content to the platform administrators
- Q36.** 'Media Convergence' is not just technical; it is also 'Economic.' Economic convergence occurs when:
- (A) A single company owns various types of media (TV, Print, Web) and merges their operations
 - (B) All devices use the same charging cable
 - (C) The price of digital news subscriptions decreases
 - (D) Journalists use smartphones to record and edit videos
- Q37.** The 'Internet Paradigm Shift' transformed the audience from 'Passive Consumers' to 'Prosumers.' A 'Prosumer' is someone who:
- (A) Pays for professional news services
 - (B) Both consumes and produces digital content
 - (C) Only consumes content through mobile apps
 - (D) Works as a professional censor for social media
- Q38.** What does the 'Rapidity of Opinion' in New Media imply for the traditional 'Gatekeeping' process?



- (A) Gatekeepers have more time to verify facts before publication
- (B) Gatekeeping becomes near-impossible as news breaks on social media before editorial review
- (C) Opinion pieces are now banned from digital newspapers
- (D) It strengthens the power of editors to control the public narrative

Q39. Which concept describes the blurring of lines between different media forms (text, audio, video) into a single digital bitstream?

- (A) Diversification
- (B) Technological Convergence
- (C) Cultural Imperialism
- (D) Globalization

Q40. The 'Digital Divide' in the context of the New Media paradigm shift refers to:

- (A) The gap between those who like social media and those who don't
- (B) The socioeconomic inequality regarding access to, use of, or impact of ICT
- (C) The difference between the speed of 4G and 5G networks
- (D) The software conflict between Android and iOS systems

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 'Analog' to the 'Digital' paradigm has fundamentally reconfigured the topography of information flow. In the era of state-controlled or corporate-gated broadcasting, the 'Top-Down' model ensured a vertical hierarchy of truth. However, the advent of New Media has introduced a decentralized, fragmented ecosystem. While this 'Democratization' of media allows for Cyber Activism and the rise of the 'Prosumer,' it simultaneously accelerates the 'Rapidness of Opinion' at the cost of traditional gatekeeping. The result



is a 'Post-Truth' environment where the emotional resonance of a narrative often outweighs its factual accuracy, and 'Echo Chambers' are reinforced by algorithmic curation rather than editorial diversity."

- Q41.** According to the passage, what was the defining characteristic of the 'Top-Down' model of broadcasting?
- (A) A horizontal flow of information among peers
 - (B) A vertical hierarchy of truth controlled by state or corporate gates
 - (C) The elimination of the need for any gatekeeping
 - (D) The dominance of algorithmic curation over human editors
- Q42.** The author mentions the 'Prosumer' as a product of democratization. In this context, a Prosumer is someone who:
- (A) Consumes only government-verified professional media
 - (B) Produces content but does not consume it
 - (C) Both produces and consumes content within the digital ecosystem
 - (D) Rejects digital technology in favor of analog media
- Q43.** What is identified as the primary 'cost' of the 'Rapidity of Opinion' in the digital age?
- (A) The increase in the cost of internet data
 - (B) The erosion of traditional gatekeeping and factual verification
 - (C) The slowing down of democratic processes
 - (D) The total disappearance of social media platforms
- Q44.** Based on the passage, 'Echo Chambers' are primarily reinforced by:
- (A) Broad editorial diversity in newsrooms
 - (B) Algorithmic curation that limits exposure to diverse views
 - (C) Strict state censorship of the internet
 - (D) The high literacy rates of the 'Prosumers'



- Q45.** Which of the following best summarizes the author's tone regarding the 'Post-Truth' environment?
- (A) Enthusiastic about the speed of new information
 - (B) Critical of the shift from factual accuracy to emotional resonance
 - (C) Indifferent to the change in media topography
 - (D) Supportive of state-controlled vertical hierarchies

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 'Fourth Estate' operates under a precarious balance between the constitutional Right to Freedom of Speech and Expression and the statutory limitations imposed to protect individual reputation. In the Indian context, while Article 19(1)(a) provides the bedrock for journalistic liberty, it is not absolute, being subject to 'reasonable restrictions' under Article 19(2). Among these, the Law of Defamation serves as a primary check. However, the rise of 'Trial by Media' has complicated this landscape. When news organizations prioritize 'Sensationalism' over 'Sub-judice' norms, they risk infringing upon the Right to a Fair Trial. Ethics in journalism, therefore, demand a move beyond mere legality; they require 'Social Responsibility'—a framework where the press acts not just as a mirror of society, but as a guardian of the public interest, avoiding 'Yellow Journalism' even when it promises higher TRPs."

- Q46.** According to the passage, what constitutes the legal 'bedrock' for the functioning of the press in India?
- (A) The Press Council Act
 - (B) Article 19(1)(a) of the Constitution
 - (C) The Official Secrets Act
 - (D) The Right to Information Act
- Q47.** The term 'Reasonable Restrictions' mentioned in the passage implies that:



- (A) The government can ban any news it finds inconvenient
- (B) Freedom of speech is subject to specific legal limits like national security and public order
- (C) Journalists must get their stories approved by a magistrate before publishing
- (D) There are no laws governing the press in India

Q48. Why does the author suggest that 'Trial by Media' is a complication in the current media landscape?

- (A) It helps the judiciary reach a verdict faster
- (B) It increases the educational value of news programs
- (C) It often violates 'Sub-judice' norms and the Right to a Fair Trial
- (D) It is the only way to ensure the Law of Defamation is upheld

Q49. Based on the passage, 'Yellow Journalism' is characterized by:

- (A) In-depth investigative reporting on government corruption
- (B) Prioritizing sensationalism and high TRPs over ethical accuracy
- (C) A strict adherence to the Social Responsibility Theory
- (D) Using yellow-colored paper for print editions to attract attention

Q50. The author's argument for 'Social Responsibility' suggests that the press should:

- (A) Act solely as a commercial entity focused on profit
- (B) Function as a guardian of public interest beyond just following the letter of the law
- (C) Follow the 'Magic Bullet' theory of communication
- (D) Only report news that has been officially released by the state



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

Concept: The Shannon-Weaver Model of Communication identifies technical and interpretative barriers in the communication process. While the technical problem concerns accurate transmission of signals, the semantic problem deals with whether the receiver understands the message in the same way intended by the sender. Meaning is not directly transferred; instead, the receiver reconstructs meaning through interpretation. This makes decoding a crucial stage because symbols, language, and cultural understanding influence how the message is perceived.

Solution: The question asks which component is mainly responsible for the semantic problem in the Shannon-Weaver Model. The semantic problem arises when the meaning intended by the sender differs from the interpretation formed by the receiver. Although noise and channel issues may distort the signal technically, they are mainly linked to transmission problems. Entropy relates to uncertainty in information sources, not interpretation. The decoding process is where the receiver interprets symbols, language, and signs to derive meaning. Different backgrounds, experiences, or contexts may lead to misunderstandings during decoding. Therefore, semantic discrepancies are primarily associated with decoding because that is the stage where interpretation occurs. Hence, the decoding process is the correct answer.

Final Answer:

Answer: (C)



Q2.

Solution

Concept: Communication for Social Change (CFSC) emphasizes participatory and people-centered communication rather than one-way transmission of information. It critiques modernization theories that viewed development as a top-down process where innovations were simply transferred to passive audiences. The participatory communication paradigm instead stresses dialogue, community involvement, empowerment, and collective action. Development is measured not merely by economic growth or adoption of technology but by social transformation achieved through equal participation and shared decision-making.

Solution: The question asks which concept in CFSC argues that development should be based on horizontal dialogue and collective action instead of top-down innovation adoption. Diffusion of Innovations Theory mainly explains how innovations spread from experts to society and is associated with modernization approaches. Dependency Theory focuses on global inequalities between developed and developing nations, not communication participation directly. Magic Multiplier Theory relates to media effects and development optimism. The Participatory Communication Paradigm, however, directly supports dialogue-based communication where communities actively discuss problems and create solutions collectively. It rejects hierarchical communication structures and promotes empowerment through participation. Therefore, the idea of development through horizontal communication and collective social action belongs to the Participatory Communication Paradigm.

Final Answer: Participatory Communication Paradigm

Answer: (B)



Q3.

Solution

Concept: Early radio technology was originally developed mainly for point-to-point communication such as maritime signaling and military communication. Over time, radio evolved into a mass broadcasting medium capable of transmitting entertainment, news, and information to large audiences simultaneously. Historical events and government regulations played a major role in accelerating this transition. The demand for organized wireless communication systems highlighted the social importance of radio and encouraged the development of broadcasting institutions.

Solution: The question asks which historical development most significantly transformed radio from a point-to-point communication tool into a point-to-mass broadcasting medium. Lee de Forest's Audion improved signal amplification and contributed technologically, but the major catalyst for organized broadcasting came after the sinking of the Titanic in 1912. The disaster exposed failures in wireless communication coordination and demonstrated the critical importance of radio communication. In response, governments introduced regulations such as the Radio Act of 1912, which standardized radio operations and encouraged wider use of wireless communication. This event increased public awareness and institutional support for radio systems, eventually paving the way for mass broadcasting. FM development and the BBC came later in radio history. Therefore, the Titanic disaster and subsequent legislation were the most significant catalysts.

Final Answer: The sinking of the Titanic and the subsequent Radio Act of 1912

Answer: (B)

Q4.

Solution

Concept: During the Golden Age of Television, audience behavior became an important subject of media studies. The concept of the "Least Objectionable Program" (LOP), proposed by Paul Klein, suggested that viewers often did not actively search for the best program but instead selected the option that seemed least unpleasant. Television viewing was considered habitual, and networks aimed to retain large audiences by avoiding content that was too controversial, intellectually demanding, or divisive.

Solution: The question asks what the concept of the Least Objectionable Program implies. According to the LOP theory, television audiences generally do not evaluate every program critically or seek highly educational content. Instead, many viewers simply choose the program that appears most acceptable among available options. This encouraged networks to create broadly appealing and non-controversial programming to maximize audience retention. The theory therefore opposes the idea of a "race to the top" in program quality. It also does not emphasize niche audiences over mass audiences, as television networks during that era mainly targeted large populations. Hence, the concept explains that viewers often watch whatever seems least objectionable, leading broadcasters to avoid risky or demanding content.

Final Answer: Passive viewing makes networks avoid controversial content

Answer: (B)



Q5.

Solution

Concept: Journalism uses specific reporting styles, ethical principles, and legal concepts to ensure accurate and responsible dissemination of information. The Inverted Pyramid Style places the most important facts at the beginning of a news report. The 5Ws and 1H refer to the key questions in reporting: Who, What, When, Where, Why, and How. Defamation is a legal concept involving harm to reputation, while media ethics guide journalists in maintaining fairness, responsibility, and professional integrity.

Solution: The question requires matching journalism-related terms with their correct meanings. The Inverted Pyramid Style is a news-writing structure where the most significant information appears first, making A match with iii. The 5Ws and 1H represent the fundamental questions journalists ask while gathering and presenting information, so B matches with iv. Defamation refers to false statements or publications that damage a person's reputation, therefore C matches with i. Media Ethics consist of moral and professional principles that guide media conduct and responsible journalism, making D match with ii. After checking all combinations carefully, the correct sequence becomes A-iii, B-iv, C-i, and D-ii.

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

Answer: (A)

Q6.

Solution

Concept: The Dominant Paradigm of development communication in the 1950s was closely linked with modernization theory. It assumed that developing countries would progress by adopting Western models of industrialization, technology, and mass media systems. Latin American scholars later criticized this approach because it overlooked global power imbalances and economic dependency. They argued that underdevelopment was not simply due to lack of modernization but was deeply connected to exploitative international relationships between developed and developing nations.

Solution: The question asks what Latin American scholars believed the Dominant Paradigm ignored. Modernization theorists focused heavily on technology transfer, literacy, and diffusion of innovations, assuming that mass media could accelerate development. However, critics associated with Dependency Theory argued that this framework ignored structural inequalities in the world economic system. They emphasized the "Core-Periphery" relationship, where wealthy industrial nations (the core) benefited economically at the expense of poorer nations (the periphery). According to these scholars, development problems could not be solved merely by adopting Western practices because global economic structures maintained dependency and inequality. The criticism therefore centered on the neglect of structural exploitation and unequal international relations. Hence, the correct answer is the Core-Periphery relationship and structural inequalities.

Final Answer: Structural inequalities and the 'Core-Periphery' relationship

Answer: (B)



Q7.

Solution

Concept: Advertising and Public Relations involve different strategies to shape public perception and maintain organizational communication. Covert advertising refers to promotional content hidden within entertainment or editorial material. Brand building focuses on creating a lasting consumer identity and loyalty toward a product or company. Crisis management deals with protecting an organization's image during emergencies or controversies. A Public Relations Officer (PRO) acts as the communication bridge between an organization and the public, ensuring positive relations and effective information flow.

Solution: The question asks to correctly match advertising and public relations concepts with their functions. Covert Advertising refers to hidden promotional techniques integrated into media content without direct disclosure, so A matches with ii. Brand Building is the long-term process of creating recognition, trust, and emotional connection with consumers, therefore B matches with iii. Crisis Management involves handling emergencies, scandals, or controversies to maintain organizational reputation and public confidence, so C matches with i. A Public Relations Officer (PRO) serves as the link between the organization and its stakeholders or the public, thus D matches with iv. After evaluating all options carefully, the correct combination becomes A-ii, B-iii, C-i, and D-iv. Hence, option (A) is the correct answer.

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

Answer: (A)

Q8.

Solution

Concept: Defamation law protects individuals against false statements that harm reputation. However, legal systems also recognize defenses that balance free expression and public interest. One such defense is "Fair Comment," which allows opinions or criticism on matters of public concern, provided the comments are honestly expressed and based on substantially true facts. The defense distinguishes between statements of fact and opinions. Journalists, critics, and commentators often rely on this principle while discussing public issues or public figures.

Solution: The question asks when a plea of "Fair Comment" can successfully defend against a defamation suit. Fair Comment does not apply to false factual allegations presented as truth. Instead, it protects opinions or criticism made in good faith on issues of public interest. The defense requires that the underlying facts on which the opinion is based must be true or substantially accurate. Merely lacking malicious intent is not sufficient to avoid liability if the information is defamatory and unsupported by facts. Similarly, publication in a "letters to the editor" section does not automatically provide protection. The key legal requirement is that the matter concerns public interest and the opinion arises from truthful facts. Therefore, the correct answer is the option stating that the opinion must be based on true facts and relate to public interest.

Final Answer: The matter is of public interest and the opinion is based on true facts

Answer: (B)



Q9.

Solution

Concept: Television production is divided into multiple stages to ensure systematic programme creation. Pre-production involves planning activities such as scriptwriting, scheduling, budgeting, and casting. The production stage is the actual recording or shooting process where scenes are captured. Post-production includes editing, dubbing, sound mixing, and adding visual effects to finalize the programme. Television formats also vary according to presentation style, and a talk show format mainly focuses on interactive discussion among hosts, guests, and audiences.

Solution: The question requires matching television production stages and programme formats with their corresponding activities. Pre-production includes planning-related activities such as scripting and budgeting, therefore A matches with ii. The Production Stage refers to the actual recording and shooting process where content is created, so B matches with iii. Post-production involves editing, dubbing, graphics, and visual effects after shooting is complete, thus C matches with i. A Talk Show Format is based on interviews, interaction, and discussion among participants, making D match with iv. After comparing all the given combinations carefully, the correct sequence becomes A-ii, B-iii, C-i, and D-iv. Hence, option (A) correctly represents the relationship between the production stages and their functions.

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

Answer: (A)

Q10.

Solution

Concept: Journalism ethics emphasize truthfulness, authenticity, and accurate representation of reality. “Staged News” or “Photo Opportunities” occur when events are artificially arranged or manipulated for media coverage. Such practices may create misleading impressions by presenting controlled or fabricated situations as spontaneous reality. Ethical journalism requires reporters and photographers to present events honestly without distortion. The credibility of news depends heavily on maintaining objective representation and ensuring audiences receive authentic information rather than constructed narratives.

Solution: The question asks which ethical principle is challenged by staged news or photo opportunities. Verification of identity relates to confirming the authenticity of sources or individuals, while confidentiality concerns protecting secret informants. Privacy issues involve avoiding unnecessary intrusion into personal lives. However, staged events primarily threaten the principle of objective reality and authenticity because they blur the distinction between genuine events and orchestrated performances. When journalists present managed or manipulated events as naturally occurring reality, audiences may be misled regarding the true circumstances. This undermines trust in journalism and compromises the ethical responsibility to represent facts accurately. Therefore, staged news directly challenges the journalistic principles of objectivity and authenticity rather than issues of privacy or source protection.

Final Answer: Objective Reality and Authenticity

Answer: (B)



Q11.

Solution

Concept: The “Right to be Forgotten” is a digital privacy principle that allows individuals to request the removal or limitation of outdated or harmful personal information from online platforms and search results. In journalism, this right creates tension between individual privacy and the preservation of historical records. News organizations and archives serve as repositories of public memory, and removing information may affect transparency, accountability, and historical accuracy. Thus, balancing privacy rights with public access to information remains a major ethical and legal challenge.

Solution: The question asks which principle conflicts with the Right to be Forgotten in digital journalism. Journalistic privilege mainly concerns protection of reporters and sources, while fair use relates to copyright exceptions. Search engine commercial interests are secondary business concerns rather than fundamental ethical issues. The central conflict emerges between an individual’s desire for privacy and society’s need to preserve accurate historical and public records. Digital journalism relies on archives that document events, public actions, and social history. If information is erased completely, it may compromise transparency and distort the historical record. Therefore, the Right to be Forgotten directly conflicts with the archival integrity of the public record because journalism also has a duty to preserve truthful information for public knowledge and accountability.

Final Answer: The archival integrity of the public record

Answer: (B)



Q12.

Solution

Concept: Ethical journalism requires respect for personal privacy and discourages intrusive reporting methods unless there is an overwhelming public interest. Secret recordings, hidden microphones, and concealed surveillance techniques may expose important information, but they also risk violating ethical standards. The principle of intrusion concerns unauthorized interference into private lives or communications. Journalists must balance investigative reporting with respect for individual rights, ensuring that methods used to gather information remain proportionate, justified, and ethically defensible.

Solution: The question asks which principle is most at risk when a journalist secretly records a private conversation using a hidden microphone. Contempt of court concerns interference with judicial proceedings, while the Official Secrets Act relates to confidential government information. The PRB Act deals with publication registration. In this case, the main issue is the use of intrusive methods without consent. Even if the conversation contains information of public interest, hidden recording can violate privacy rights and ethical norms regarding intrusion into personal communication. Journalism ethics generally require transparency in information gathering unless covert methods are absolutely necessary for exposing serious wrongdoing. Therefore, the primary risk is violating ethical standards concerning intrusion and the right to privacy.

Final Answer: Ethical standards of 'Intrusion' and the Right to Privacy

Answer: (C)



Q13.

Solution

Concept: Surrogate or covert advertising is a promotional strategy used when direct advertising of certain products is legally restricted. In India, products such as alcohol and tobacco face strict advertising regulations. Companies therefore promote related products under the same brand name, such as soda, bottled water, music CDs, or event sponsorships. This practice helps maintain brand recall and consumer recognition without directly advertising the restricted product. The strategy works through brand association, where audiences connect the extension product with the original restricted item.

Solution: The question asks how surrogate advertising is commonly used in India to promote restricted products like alcohol. Bait and switch pricing refers to misleading consumers with fake offers and is unrelated to surrogate advertising. Native advertising involves promotional content blending with editorial material, but it is not the primary mechanism for alcohol promotion in India. Subliminal messaging refers to hidden psychological cues, which is different from legal surrogate branding. Companies selling alcohol frequently advertise products such as soda, packaged water, music CDs, or lifestyle events under the same brand identity. Even though the advertisement promotes a legally permitted product, consumers associate the brand with the restricted alcoholic beverage. This method helps companies maintain visibility despite direct advertising bans. Therefore, surrogate advertising mainly operates through brand extensions that indirectly reinforce the original restricted product.

Final Answer: Leveraging 'Brand Extensions' like soda or music CDs

Answer: (B)



Q14.

Solution

Concept: Radio production depends on clear writing styles and technical equipment to ensure effective audio communication. “Scripting for the ear” means preparing content in a conversational and easily understandable style because listeners cannot reread information. Dynamic microphones are durable and suitable for outdoor or live recording environments. Mixer consoles combine and balance multiple sound channels for broadcasting. Amplifiers increase the strength of audio signals so sound can be transmitted or heard clearly across speakers and broadcasting systems.

Solution: The question asks to match radio production elements with their technical roles. Scripting for the ear refers to writing designed specifically for auditory understanding, so A matches with ii. A dynamic microphone is robust and resistant to environmental noise, making it suitable for live and outdoor recordings; therefore B matches with iv. A mixer console is used to combine and balance multiple sound inputs such as microphones, music, and effects, so C matches with iii. An amplifier increases the power or strength of an audio signal to improve output, thus D matches with i. After evaluating all the combinations carefully, the correct sequence becomes A-ii, B-iv, C-iii, and D-i. Hence, option (A) correctly represents the relationship between radio production tools and their functions.

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

Answer: (A)

Q15.

Solution

Concept: Brand Equity refers to the additional value a product gains because consumers recognize and trust its brand name. Strong brand equity develops through consistent quality, advertising, customer satisfaction, and emotional connection with consumers. It allows companies to charge premium prices and maintain customer loyalty even in competitive markets. Brand equity is considered an intangible asset because it represents consumer perception and goodwill rather than physical property or legal ownership alone.

Solution: The question asks for the correct meaning of brand equity in brand building. The total cost of advertising campaigns only reflects marketing expenditure and does not measure consumer perception. Physical assets relate to factories, buildings, or machinery owned by the company, not brand value. Trademark ownership provides legal protection but is different from the psychological and economic value consumers attach to a brand. Brand equity specifically refers to the extra market value a product receives because consumers recognize, trust, and prefer its brand name. For example, customers may willingly pay more for a well-known brand than for an unbranded alternative even if the products are similar. This premium value generated from brand recognition and loyalty is called brand equity. Therefore, the correct answer is the value premium associated with a recognizable brand name.

Final Answer: Added value from a well-known brand name

Answer: (C)



Q16.

Solution

Concept: In Public Relations theory, a “Boundary Spanner” is a professional who connects the organization with its external environment. Public Relations Officers (PROs) gather feedback from the public, media, and stakeholders while also communicating organizational policies outward. Their role is not limited to publicity; they help organizations adapt to public expectations and maintain mutual understanding. By managing communication between internal management and external audiences, they reduce conflicts and support organizational reputation and long-term relationships.

Solution: The question asks what it means when a PRO acts as a “Boundary Spanner.” Controlling internal information flow is only a limited administrative role and does not explain the broader PR function. Ad Value Equivalency focuses on measuring publicity value, not organizational mediation. Replacing the HR department is unrelated to public relations responsibilities. A boundary spanner primarily connects the organization with its external environment by understanding public expectations and communicating organizational goals. PROs mediate between management objectives and stakeholder concerns to maintain mutual understanding and trust. They interpret public opinion for the organization and explain organizational actions to the public. This two-way communication function helps organizations respond effectively to changing social, political, and market conditions. Therefore, the correct answer is the role of mediating between internal organizational goals and external environmental expectations.

Final Answer: Bridge organizational goals and external expectations

Answer: (B)



Q17.

Solution

Concept: Grunig and Hunt proposed four major Public Relations models to explain organizational communication practices. These include the Press Agency Model, Public Information Model, Two-Way Asymmetrical Model, and Two-Way Symmetrical Model. Among them, the Two-Way Symmetrical Model is considered the most ethical because it encourages balanced communication and mutual understanding between organizations and their publics. Instead of manipulating audiences, this model promotes dialogue, feedback, negotiation, and mutual adjustment for long-term relationship building.

Solution: The question asks which PR model is regarded as the most ethical according to Grunig and Hunt. The Press Agency Model focuses mainly on publicity and persuasion, often without concern for accuracy. The Public Information Model emphasizes one-way dissemination of truthful information but lacks feedback mechanisms. The Two-Way Asymmetrical Model uses research and feedback primarily to persuade the public in favor of the organization rather than creating mutual understanding. In contrast, the Two-Way Symmetrical Model promotes balanced dialogue between organizations and their audiences. Both parties adjust their behavior and expectations through communication, making the relationship more ethical and cooperative. This model values negotiation, transparency, and mutual benefit instead of manipulation. Therefore, the Two-Way Symmetrical Model is considered the most ethical PR approach.

Final Answer: Two-Way Symmetrical Model

Answer: (D)



Q18.

Solution

Concept: Pre-production is the planning phase of television and film production where every detail required for shooting is organized in advance. One important activity in this stage is the script breakdown. It involves analyzing the script scene by scene to identify all production requirements such as cast members, costumes, props, locations, sound needs, and special effects. This process helps the production team schedule shoots efficiently and estimate budgets accurately before actual filming begins.

Solution: The question asks the purpose of a script breakdown during the pre-production stage of a TV show. Choosing music and sound effects usually occurs later in production or post-production. Color grading is a post-production activity performed after filming is completed. Selling the concept to a network may occur during pitching, but it is not the primary purpose of script breakdown. Script breakdown is specifically used to identify and organize every production resource required for each scene. Producers and directors analyze the script carefully to determine actors, costumes, props, locations, technical equipment, and logistical requirements. This detailed planning helps create schedules, allocate budgets, and avoid production delays during shooting. Therefore, the correct answer is identifying all resources needed for each scene in the production process.

Final Answer: Identifying every resource (cast, props, locations) needed for each scene

Answer: (B)

Q19.

Solution

Concept: Post-production editing is generally divided into offline and online editing stages. Offline editing focuses on arranging shots into a coherent narrative structure using low-resolution proxy files. Editors create the “story cut” by selecting scenes, adjusting pacing, and organizing sequences. This stage emphasizes storytelling rather than final visual quality. Online editing occurs later and includes high-resolution finishing tasks such as color correction, visual effects, sound mixing, and creation of the final broadcast-ready master version.

Solution: The question asks the primary purpose of offline editing in post-production. High-resolution CGI and color correction belong to online editing rather than offline editing. Final sound mixing and broadcast mastering also occur in later finishing stages. Offline editing mainly concentrates on constructing the narrative structure of the programme. Editors use lower-resolution proxy files because they are easier to process and allow faster editing workflows. During this stage, the editor determines scene order, pacing, transitions, and overall storytelling flow to create the “story cut.” Once the narrative structure is approved, the project proceeds to online editing for technical refinement and finishing. Therefore, the correct answer is that offline editing is primarily concerned with creating the story cut using low-resolution proxy files.

Final Answer: Creating the 'Story Cut' using low-resolution proxy files

Answer: (B)



Q20.

Solution

Concept: In television news production, a “Rundown” is an operational document used to organize and coordinate live broadcasts. It contains the sequence of news stories, segment timings, transitions, cues, graphics, and technical instructions required for the programme. Producers, anchors, directors, and technical crews rely on the rundown to maintain smooth execution of live broadcasting. Since live television involves strict timing and coordination, the rundown acts as the central blueprint guiding the flow of the entire news programme.

Solution: The question asks the meaning of a “Rundown” in a live news broadcast format. A final script read by the anchor contains only spoken content and not the complete technical structure of the programme. A rehearsal conducted before shooting is a practice session and not the operational document itself. Post-show TRP analysis occurs after broadcasting and is unrelated to live coordination. A rundown specifically refers to a chronological list of segments, cues, durations, graphics, commercials, and technical transitions used during the broadcast. It helps producers and crew members coordinate cameras, audio, visual inserts, and anchor timing efficiently. Because live news programmes require accurate synchronization, the rundown becomes an essential control document for the production team. Therefore, the correct answer is the chronological list of segments, cues, and durations for the technical crew.

Final Answer: A chronological list of segments, cues, and durations for the technical crew

Answer: (B)

Q21.

Solution

Concept: Cinema history includes important pioneers, movements, and classification systems that shaped global and Indian film industries. Dadasaheb Phalke is regarded as the pioneer of Indian feature cinema for creating India’s first full-length feature film. The Lumière Brothers are known for inventing and exhibiting early motion picture screenings. Parallel Cinema emerged in India as a realistic and socially conscious movement focusing on meaningful storytelling. Genre films classify movies according to themes such as comedy, horror, thriller, or romance.

Solution: The question requires matching cinema personalities and concepts with their contributions. Dadasaheb Phalke is recognized as the pioneer of Indian feature cinema because of his landmark film *Raja Harishchandra*, so A matches with ii. The Lumière Brothers conducted some of the earliest public film screenings and pioneered motion picture exhibition, therefore B matches with iii. Parallel Cinema refers to the socially conscious and realistic film movement in India, making C match with i. Genre Films are categorized according to narrative style or themes such as thriller, horror, comedy, or action, so D matches with iv. After evaluating all the options carefully, the correct sequence becomes A-ii, B-iii, C-i, and D-iv. Hence, option (A) correctly represents the relationship between the personalities, movements, and their cinematic contributions.

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

Answer: (A)



Q22.

Solution

Concept: Radio writing follows the principle of “scripting for the ear,” meaning content must be designed for listening rather than reading. Unlike printed text, radio messages are heard only once and cannot be reviewed instantly by listeners. Therefore, sentences should be short, conversational, and easy to understand in real-time. Complex or heavily layered sentences may confuse audiences because listeners process spoken information sequentially. Effective radio scripts prioritize clarity, simplicity, rhythm, and immediate comprehension for better audience engagement and retention.

Solution: The question asks why radio writers should avoid stacked sentences containing multiple clauses. Radio listeners do not have the ability to reread or pause spoken communication in the same way readers can revisit written text. Therefore, complicated sentence structures may reduce comprehension and make it difficult for listeners to follow information in real-time. The issue is not related to technical limitations of microphones or transmitters, since broadcasting equipment can process complex speech normally. Likewise, radio audiences do not necessarily have higher cognitive retention than readers. The primary reason is the nature of auditory communication itself. Since listeners hear information continuously and only once, scripts must be simple and direct. Short, clear sentences help audiences immediately understand and retain the intended message. Therefore, the correct answer is that listeners cannot reread a sentence and must grasp meaning instantly while listening.

Final Answer: The listener cannot "re-read" a sentence and must grasp meaning in real-time

Answer: (B)



Q23.

Solution

Concept: Microphone polar patterns describe how microphones capture sound from different directions. Unidirectional microphones mainly capture sound from the front, while omnidirectional microphones pick up sound equally from all directions. Bidirectional or figure-of-eight microphones capture sound strongly from the front and back but reject sound from the sides. These patterns are selected depending on recording environments and interview setups. In studio interviews where two people face each other with one microphone placed between them, directional balance becomes especially important.

Solution: The question asks which microphone polar pattern is most suitable for a face-to-face interview setup with two speakers sitting opposite each other and sharing one microphone. A cardioid microphone captures sound mainly from one direction, making it less effective for two opposite speakers. Omnidirectional microphones pick up sound from all directions, including unwanted studio noise. Hyper-cardioid microphones are highly directional and better suited for isolating a single source. A bidirectional or figure-of-eight microphone, however, captures sound from both the front and back while rejecting side noise. This makes it ideal for two speakers positioned opposite each other with the microphone placed centrally between them. Each speaker is captured clearly from opposite directions without excessive environmental sound. Therefore, the most suitable microphone pattern for this arrangement is the bidirectional figure-of-eight pattern.

Final Answer: Bidirectional (Figure-of-Eight)

Answer: (C)

Q24.

Solution

Concept: In audio mixing consoles, “Gain” and “Fader” serve different functions in controlling sound signals. Gain controls the input sensitivity of the microphone preamp, determining how strongly the incoming signal is amplified initially. Proper gain staging ensures clear audio without distortion or excessive noise. The fader, on the other hand, controls the output level of a channel within the final mix. Together, these controls help sound engineers maintain balanced, high-quality audio during recording and broadcasting.

Solution: The question asks the difference between gain control and a fader in a radio mixer or console. Gain is not restricted only to music, nor is it always digital. Similarly, gain does not directly control equalization or frequency balance. Gain primarily adjusts the sensitivity of the input signal entering the preamp stage. If gain is set too high, distortion may occur; if too low, the signal may become weak or noisy. The fader operates later in the signal chain and controls how loud the channel appears in the overall mix. It adjusts the channel’s output volume relative to other audio sources during production or broadcasting. Therefore, gain manages the strength of the incoming signal, while the fader controls the final output level heard in the mix. Hence, the correct answer is option (A).

Final Answer: Gain controls input sensitivity; Fader controls channel output volume

Answer: (A)



Q25.

Solution

Concept: Early cinema technology evolved rapidly during the late nineteenth century. Thomas Edison's Kinetoscope allowed individuals to watch short motion pictures through a peephole device. In contrast, the Lumière Brothers developed the Cinématographe, which could record, develop, and project moving images onto a screen for group audiences. This innovation transformed cinema into a collective social experience rather than a private viewing activity. Public screenings became central to the growth of cinema as a mass entertainment and cultural medium.

Solution: The question asks why the Lumière Brothers' Cinématographe was considered superior to Edison's Kinetoscope. The Cinématographe did not originally synchronize sound with images, nor did it use 70mm film or artificial studio lighting as its defining advantage. The most significant improvement was its ability to project moving images onto a screen for collective viewing. Edison's Kinetoscope required individuals to watch films separately through a peephole viewer, limiting cinema to a solitary experience. The Lumière system transformed film exhibition into a public event where large audiences could gather and watch simultaneously. This made cinema commercially viable and socially influential as a mass medium. By enabling projection-based viewing, the Cinématographe greatly expanded the cultural reach of motion pictures. Therefore, its superiority mainly lay in allowing collective viewing through projection rather than individual viewing.

Final Answer: It enabled group viewing through projection instead of peepholes

Answer: (B)

Q26.

Solution

Concept: Dadasaheb Phalke's *Raja Harishchandra* (1913) is regarded not only as India's first feature film but also as a symbol of cultural nationalism during colonial rule. At a time when Western cinema dominated visual storytelling, Phalke drew upon Indian mythology, traditions, and aesthetics to create a distinctly Indian cinematic identity. The film demonstrated that Indian stories and cultural values could be represented through the modern medium of cinema, thereby contributing to national cultural self-confidence and identity formation.

Solution: The question asks why *Raja Harishchandra* is often interpreted as a tool of cultural nationalism. The film was not funded by the British colonial government, nor did it primarily use European actors to attract global audiences. It was also a silent film, not the first synchronized sound film in Marathi. Its significance lies in the way it reclaimed Indian mythology and indigenous storytelling traditions during a period of colonial cultural influence. By adapting the mythological story of King Harishchandra, Phalke demonstrated that Indian themes and cultural narratives could succeed in cinema without dependence on Western content. This strengthened cultural pride and encouraged the growth of a uniquely Indian cinematic tradition. Therefore, the film is analyzed as an expression of cultural nationalism because it revived Indian mythology and aesthetics within the emerging film medium.

Final Answer: Reclaimed Indian mythology and aesthetics from the dominant Western narrative

Answer: (B)



Q27.

Solution

Concept: Shyam Benegal's *Manthan* (1976) is an important film in the history of Indian Parallel Cinema because of both its social themes and innovative production model. The film focused on India's dairy cooperative movement inspired by the White Revolution. Unlike conventional commercial films financed by producers or studios, *Manthan* was funded collectively by ordinary dairy farmers. This unique approach is widely regarded as one of the earliest successful examples of crowdfunding in Indian cinema.

Solution: The question asks who primarily produced *Manthan* through its famous crowdfunding model. Although the NFDC later supported Parallel Cinema generally, the film's financing did not mainly come from the corporation or from government ministries. It was also not funded by anonymous foreign investors. The unique feature of *Manthan* was that approximately five lakh farmers associated with the Gujarat Co-operative Milk Marketing Federation each contributed a small amount of money toward the production. This collective financing reflected the cooperative ideals portrayed within the film itself. The participation of ordinary farmers made the project socially symbolic as well as economically innovative. The film therefore became a landmark example of community-supported cinema in India. Hence, the correct answer is the five lakh farmers of the Gujarat Co-operative Milk Marketing Federation.

Final Answer: Five lakh farmers of the Gujarat Co-operative Milk Marketing Federation

Answer: (B)

Q28.

Solution

Concept: Film Noir is a cinematic genre known for its dark themes, morally ambiguous characters, and visually dramatic style. One of its defining stylistic techniques is "Chiaroscuro" lighting, a term borrowed from painting. Chiaroscuro emphasizes the contrast between light and darkness to create tension, mystery, and psychological depth. Sharp shadows, bright highlights, and low-key lighting are commonly used to reflect crime, fear, and emotional conflict. This visual style became highly influential in detective, thriller, and suspense cinema.

Solution: The question asks what is meant by "Chiaroscuro" lighting in the Film Noir genre. Bright and evenly distributed lighting is usually associated with high-key studio productions rather than noir films. Psychedelic colors relate more to experimental or dreamlike cinema styles, while naturalistic documentary lighting avoids heavy stylization. Chiaroscuro specifically refers to a visual technique using strong contrasts between light and shadow. Film Noir directors employed this style to create dramatic tension, mystery, and emotional unease. Characters are often shown partially hidden in darkness, with sharp beams of light highlighting faces or objects. This approach visually reinforces themes of crime, danger, and moral ambiguity commonly found in noir narratives. Therefore, the correct answer is the use of high-contrast lighting with deep shadows and bright highlights.

Final Answer: High-contrast lighting with deep shadows and bright highlights

Answer: (B)



Q29.

Solution

Concept: Indian Parallel Cinema was strongly influenced by international realist film movements that emphasized ordinary lives, social issues, and authentic storytelling. One of the most important influences was Italian Neorealism, which emerged after World War II. Neorealist filmmakers rejected glamorous studio productions and instead used real locations, natural lighting, and non-professional actors to portray poverty, struggle, and everyday social realities. This approach inspired Indian filmmakers to create socially conscious cinema focused on realism rather than commercial spectacle.

Solution: The question asks which cinema movement directly influenced Indian Parallel Cinema's use of real locations, social realism, and non-professional actors. French New Wave influenced experimentation in editing and narrative structure but was not primarily associated with social realism through non-professional casting. German Expressionism focused on distorted visuals and psychological themes rather than realistic representation. Soviet Montage emphasized editing techniques and ideological messaging. Italian Neorealism, however, closely matched the characteristics later adopted by Indian Parallel Cinema. Films of this movement portrayed ordinary people and social hardships using natural settings and realistic storytelling methods. Directors such as Satyajit Ray and Shyam Benegal drew inspiration from this cinematic philosophy while depicting Indian social realities. Therefore, the movement that most directly influenced Parallel Cinema was Italian Neorealism.

Final Answer: Italian Neorealism

Answer: (B)



Q30.

Solution

Concept: Social media has transformed communication, activism, and public participation in modern society. Cyber activism refers to organized digital efforts supporting social or political causes. Trolling involves deliberately provocative or disruptive online behavior intended to upset others. Netiquettes are guidelines for respectful and polite interaction on digital platforms. Social media's democratic role lies in encouraging participation, public debate, and citizen engagement. Together, these concepts reflect both the empowering and problematic aspects of online communication environments.

Solution: The question asks to correctly match social media concepts with their meanings. Cyber Activism refers to organized online campaigns that promote awareness or action for social causes, so A matches with ii. Trolling involves intentionally provocative or offensive behavior online designed to create conflict or emotional reactions, therefore B matches with iii. Netiquettes are the accepted norms of polite and respectful communication on the internet, making C match with i. The Democratic Role of Social Media involves enabling citizen participation, discussion, and public debate outside traditional institutional barriers, so D matches with iv. After comparing all the available options carefully, the correct sequence becomes A-ii, B-iii, C-i, and D-iv. Hence, option (A) correctly represents the relationship between the concepts and their meanings.

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

Answer: (A)

Q31.

Solution

Concept: Cyber activism uses digital platforms to spread awareness, organize campaigns, and mobilize people around social or political causes. However, critics often describe some forms of online participation as “Slacktivism.” This term combines “slacker” and “activism” to describe minimal online actions that create the appearance of involvement without meaningful real-world contribution. Examples include liking posts, sharing hashtags, or signing online petitions without engaging in deeper civic participation or concrete offline action.

Solution: The question asks what is meant by “Slacktivism” in discussions about cyber activism. Organized hacking for political causes relates more to hacktivism than slacktivism. Using bots for propaganda concerns digital manipulation rather than passive activism. Lack of censorship is unrelated to the concept entirely. Slacktivism specifically refers to low-effort online activities that provide psychological satisfaction to participants but may produce little measurable social impact. Actions such as liking, reposting, or changing profile pictures can raise awareness, but critics argue that these activities often replace more substantial forms of engagement like volunteering, fundraising, protesting, or policy advocacy. The criticism is therefore directed at superficial digital participation that lacks meaningful commitment. Hence, the correct answer is low-effort online support without significant real-world impact.

Final Answer: Low-effort online support (like 'liking' a post) that lacks real-world impact

Answer: (B)



Q32.

Solution

Concept: An “Echo Chamber” in social media refers to an environment where users are repeatedly exposed to opinions and information similar to their own beliefs. Social media platforms use algorithms to personalize content based on user behavior, preferences, and interactions. While this increases engagement, it can also limit exposure to diverse viewpoints. Over time, users may encounter only reinforcing perspectives, strengthening polarization, confirmation bias, and ideological isolation within online communities.

Solution: The question asks what primarily drives the echo chamber effect on social media platforms. Although governments may sometimes filter information, echo chambers mainly emerge from platform algorithms and user behavior rather than direct state control. Rural internet limitations are unrelated to ideological filtering, and netiquette rules do not create informational isolation. Social media algorithms analyze likes, shares, watch history, and interactions to recommend content similar to what users already prefer. As a result, individuals repeatedly encounter views aligning with their existing beliefs while opposing perspectives become less visible. This selective exposure reinforces confirmation bias and creates insulated online communities where people hear mostly familiar opinions. Therefore, the primary cause of the echo chamber effect is algorithmic content curation that aligns with users’ preexisting attitudes and interests.

Final Answer: Algorithmic curation that shows users content aligning with their existing beliefs

Answer: (B)

Q33.

Solution

Concept: Netiquette, or network etiquette, refers to the ethical and respectful behavior expected in online communication. It promotes polite interaction, responsible posting, and constructive discussion on digital platforms. Violations of netiquette include harassment, abusive language, spamming, and disruptive conduct. One such behavior is “Flaming,” where users post hostile, insulting, or aggressive messages intended to provoke emotional reactions or start conflicts. Flaming can damage healthy online discussions and contribute to toxic digital environments.

Solution: The question asks the meaning of “Flaming” according to netiquette principles. Sending useful links to multiple groups may relate to sharing information, though excessive repetition could become spam. Using many emojis or tagging people without permission concerns etiquette issues but not flaming specifically. Flaming refers to aggressive online communication involving insults, hostile comments, or provocative statements intended to trigger arguments and emotional responses. Such behavior often escalates conflicts within forums, comment sections, or social media discussions. Flaming violates the principles of respectful communication that netiquette seeks to encourage. It contributes to toxic online culture and discourages meaningful discussion among users. Therefore, the correct answer is posting hostile and insulting messages intended to provoke conflict.

Final Answer: Posting hostile and insulting messages intended to provoke a conflict

Answer: (B)



Q34.

Solution

Concept: The term “Fifth Estate” refers to the role of digital media and citizens in influencing public discourse outside traditional institutional structures. Social media platforms allow individuals to create, share, and discuss information without depending entirely on conventional media organizations. This expands democratic participation by enabling citizen journalism, activism, public debate, and direct communication. The Fifth Estate concept highlights how online networks can challenge traditional gatekeeping systems and increase public involvement in political and social processes.

Solution: The question asks how social media functions as a “Fifth Estate” in its democratic role. Social media does not legally replace courts or regulate professional journalism in a formal institutional sense. It also does not ensure that only government-approved information circulates. Instead, its democratic significance lies in allowing ordinary citizens to communicate and share information independently of traditional media gatekeepers such as newspapers and television networks. Through blogs, posts, videos, and live discussions, individuals can raise issues, organize campaigns, and influence public opinion directly. This decentralization of communication expands participation in democratic discourse and challenges centralized control over information. Therefore, the correct answer is that social media provides a platform for citizens to bypass traditional media gatekeepers.

Final Answer: Providing a platform for citizens to bypass traditional media gatekeepers

Answer: (A)



Q35.

Solution

Concept: Astroturfing is a deceptive communication strategy used in digital media and public relations to create the illusion of spontaneous public support for a cause, product, or political agenda. Unlike genuine grassroots movements, astroturfing is artificially organized by corporations, political groups, or individuals using fake accounts, bots, or coordinated campaigns. The term comes from “AstroTurf,” an artificial grass brand, symbolizing fake grassroots activity. This practice manipulates public perception by making manufactured opinions appear natural and widely supported.

Solution: The question asks the meaning of astroturfing on social media platforms. Genuine grassroots activism refers to authentic public participation and therefore does not describe astroturfing. Promoting environmental awareness through videos may be a form of digital activism but is unrelated to deceptive manipulation. Reporting abusive content concerns moderation and platform governance. Astroturfing specifically involves creating a false appearance of broad public support by using fake accounts, bots, or coordinated online identities. Organizations or political groups may employ such tactics to influence public opinion, shape narratives, or make campaigns appear more popular than they truly are. Because users often trust what seems to be widespread social approval, astroturfing can distort democratic discussion and online credibility. Therefore, the correct answer is the creation of fake grassroots support through coordinated deceptive accounts.

Final Answer: Creating a false impression of widespread grassroots support using fake accounts

Answer: (B)



Q36.

Solution

Concept: Media convergence refers to the merging of different communication technologies, industries, and content forms into integrated systems. Economic convergence specifically concerns the ownership and business integration of multiple media platforms under a single corporate structure. Large companies may own television channels, newspapers, radio stations, websites, and streaming services simultaneously. This allows shared resources, cross-promotion, and centralized management. Economic convergence has transformed media industries by increasing multimedia operations and corporate concentration within the global communication environment.

Solution: The question asks what is meant by “Economic Convergence” in media convergence. Using the same charging cable is a technological convenience and unrelated to media economics. Reduced subscription prices concern market strategy rather than convergence itself. Journalists using smartphones reflects technological convergence in media production tools. Economic convergence occurs when a single company owns and integrates different forms of media platforms such as television, print newspapers, radio, digital websites, and streaming services. By combining operations, corporations can share content, advertising strategies, staff, and infrastructure across multiple media outlets. This integration increases efficiency, market control, and multimedia influence. Large media conglomerates often practice economic convergence to expand audience reach and maximize profit. Therefore, the correct answer is the ownership and merging of multiple media forms under one corporate organization.

Ownership of multiple media platforms under one company

Answer: (A)



Q37.

Solution

Concept: The rise of the internet transformed media audiences from passive receivers of information into active participants in communication. This shift created the concept of the “Prosumer,” a combination of “producer” and “consumer.” Prosumers not only consume digital content but also create blogs, videos, comments, memes, podcasts, and social media posts. User-generated content has become central to digital culture, allowing ordinary individuals to influence discussions, entertainment, marketing, and public opinion through participatory communication platforms.

Solution: The question asks the meaning of the term “Prosumer” in the internet paradigm shift. Paying for professional news services only describes subscribers and not active participants. Consuming content through mobile apps still represents passive media use. Professional censors are unrelated to digital participation. The term “Prosumer” specifically refers to individuals who both consume and produce content in digital environments. Social media platforms, blogs, video-sharing sites, and podcasts allow users not only to receive information but also to create and distribute their own material. This participatory role distinguishes new media from traditional one-way mass communication systems where audiences mainly remained passive. The internet therefore blurred the boundary between media producers and audiences. Hence, the correct answer is that a prosumer both produces and consumes digital content.

Final Answer: Both consumes and produces digital content

Answer: (B)



Q38.

Solution

Concept: Traditional media organizations relied on “Gatekeeping,” where editors and journalists controlled the selection, verification, and publication of news. In the digital era, social media and instant communication have accelerated the speed of information flow. The “Rapidness of Opinion” refers to how quickly individuals react, comment, and share information online. News now spreads globally within seconds, often before professional verification occurs. This rapid circulation challenges the traditional editorial process and weakens centralized control over information dissemination.

Solution: The question asks how rapid online opinion affects the traditional gatekeeping process. Social media does not provide editors with more time for verification; instead, it pressures them to publish faster. Opinion writing is not banned online, and editorial control has generally weakened rather than strengthened. In the digital environment, users post eyewitness accounts, videos, and reactions instantly during breaking events. Information circulates widely before journalists or editors can fully verify facts. As a result, traditional gatekeeping systems struggle to maintain control over what reaches the public first. This creates challenges related to misinformation, rumor circulation, and unverified reporting. Therefore, the rapidness of opinion in new media makes gatekeeping extremely difficult because information often spreads on social platforms before editorial review can take place.

Final Answer: Gatekeeping declines in fast digital communication

Answer: (B)



Q39.

Solution

Concept: Technological convergence refers to the merging of different media forms and communication technologies into a unified digital system. In digital environments, text, audio, images, and video are all converted into binary data or bitstreams that can be processed by the same devices and networks. This convergence enables smartphones, computers, and digital platforms to perform multiple communication functions simultaneously. It has transformed media production, distribution, and consumption by integrating formerly separate technologies into interconnected digital ecosystems.

Solution: The question asks which concept describes the merging of text, audio, and video into a single digital bitstream. Diversification refers to expansion into multiple activities but does not specifically describe media integration. Cultural imperialism concerns domination of cultures through media influence, while globalization refers to worldwide interconnectedness. Technological convergence directly explains the integration of different communication forms into shared digital systems. Through digitization, all forms of media content become binary information that can be stored, transmitted, and accessed through the same technological infrastructure. This allows a single device, such as a smartphone, to function as a television, radio, newspaper, camera, and communication tool simultaneously. Therefore, the correct answer is technological convergence, which represents the blending of multiple media forms into one digital framework.

Final Answer: Technological Convergence

Answer: (B)



Q40.

Solution

Concept: The “Digital Divide” refers to inequalities in access to information and communication technologies (ICTs). These inequalities may arise due to differences in income, education, geography, infrastructure, or digital literacy. People without reliable internet access or technological skills may be excluded from educational, economic, and social opportunities available in digital environments. The digital divide therefore reflects broader socioeconomic disparities and remains a major challenge in achieving inclusive participation within the information society.

Solution: The question asks the meaning of the digital divide in the context of new media. It does not simply refer to personal preferences regarding social media usage. Differences between 4G and 5G networks concern technological advancement, while Android and iOS conflicts relate to software ecosystems. The digital divide specifically refers to unequal access to and use of information and communication technologies. Individuals or communities lacking internet connectivity, digital devices, or technological literacy often face disadvantages in education, employment, healthcare, governance, and communication. These inequalities are strongly connected to socioeconomic conditions such as poverty, infrastructure availability, and educational opportunities. Therefore, the digital divide represents the broader socioeconomic gap regarding access to, usage of, and benefits derived from digital communication technologies.

Final Answer: The socioeconomic inequality regarding access to, use of, or impact of ICT

Answer: (B)

“



Q41.

Solution

Concept: The traditional “Top-Down” broadcasting model was based on centralized communication systems where information flowed from powerful institutions such as governments, corporations, or media organizations to passive audiences. In this structure, gatekeepers like editors and broadcasters controlled which information reached the public. The communication process followed a vertical hierarchy in which authority determined truth, legitimacy, and visibility. Unlike participatory digital media, this model offered limited opportunities for audience interaction, feedback, or decentralized content creation within the communication system.

Solution: The question asks the defining characteristic of the “Top-Down” model of broadcasting. A horizontal flow of information among peers is associated with participatory digital communication rather than traditional broadcasting systems. The elimination of gatekeeping contradicts the very nature of centralized broadcasting, where editors and institutions controlled information flow. Algorithmic curation is more closely linked to contemporary digital media platforms. The passage describes the top-down model as one built upon vertical authority structures in which governments, corporations, or institutional media organizations determined what information audiences could access. Truth and legitimacy were controlled through centralized gatekeeping mechanisms, and communication largely moved in one direction from the institution to the public. Therefore, the defining feature of the top-down broadcasting model was the existence of a vertical hierarchy of truth controlled by state or corporate gates.

Final Answer: A vertical hierarchy of truth controlled by state or corporate gates

Answer: (B)



Q42.

Solution

Concept: The rise of digital media transformed audiences from passive receivers into active participants in communication. This shift gave rise to the concept of the “Prosumer,” combining the words “producer” and “consumer.” In digital ecosystems, individuals not only consume information, entertainment, and media content but also create blogs, videos, podcasts, comments, and social media posts. Platforms such as YouTube, Instagram, and X encourage participatory culture, where ordinary users contribute directly to content production and circulation within networked communication environments.

Solution: The question asks what is meant by the term “Prosumer” in the context of democratized digital communication. Consuming only government-verified media represents passive information reception and does not describe participatory culture. Producing content without consuming it is unrealistic because digital users generally interact with media in multiple ways. Rejecting digital technology is opposite to the participatory digital ecosystem described in the passage. A prosumer specifically refers to a person who both consumes and produces media content within online platforms. Digital technologies have enabled ordinary individuals to create videos, posts, blogs, and opinions while simultaneously engaging with the content of others. This participatory role breaks the traditional distinction between professional producers and audiences. Therefore, the correct answer is that a prosumer both produces and consumes content within the digital ecosystem.

Final Answer: Both produces and consumes content within the digital ecosystem

Answer: (C)



Q43.

Solution

Concept: The “Rapidity of Opinion” in digital media refers to the speed at which information, reactions, and opinions spread across online platforms. Social media enables users to publish and circulate content instantly, often before professional verification occurs. While this accelerates communication and public participation, it also weakens traditional editorial processes. Fact-checking, verification, and gatekeeping become difficult when news spreads rapidly through decentralized networks. This creates challenges such as misinformation, rumors, emotional polarization, and declining trust in factual journalism.

Solution: The question asks the primary cost of the rapid spread of opinions in the digital age. Rising internet data prices are unrelated to the communication issue discussed in the passage. Digital speed does not necessarily slow democratic processes, nor has social media disappeared. Instead, the passage emphasizes that rapid online communication weakens traditional gatekeeping systems that previously verified information before publication. In digital environments, users share reactions, videos, and opinions instantly, often bypassing editorial review and professional fact-checking. This erosion of gatekeeping increases the risk of misinformation, emotional narratives, and unverified claims spreading widely before correction becomes possible. Therefore, the principal cost of the rapidity of opinion is the weakening of traditional verification and editorial control mechanisms that once maintained factual reliability in media communication.

Final Answer: The erosion of traditional gatekeeping and factual verification

Answer: (B)



Q44.

Solution

Concept: An “Echo Chamber” refers to an online environment where individuals repeatedly encounter information and opinions that reinforce their existing beliefs. Social media algorithms personalize content according to user preferences, interactions, and viewing patterns. Although this increases engagement, it also reduces exposure to diverse perspectives. Over time, users become surrounded by similar viewpoints, strengthening confirmation bias and ideological polarization. Echo chambers therefore influence public discourse by limiting balanced discussion and encouraging informational isolation within digital communication networks.

Solution: The question asks what primarily reinforces echo chambers according to the passage. Broad editorial diversity would actually reduce informational isolation rather than strengthen it. Strict state censorship is different from personalized digital filtering. High literacy rates among users do not automatically create echo chambers. The passage points toward algorithmic curation as the key factor. Social media platforms analyze user behavior such as likes, shares, comments, and viewing history to recommend content that aligns with personal preferences. As a result, users are repeatedly exposed to familiar viewpoints while opposing opinions become less visible. This selective exposure creates self-reinforcing informational environments where beliefs are rarely challenged. Consequently, algorithm-driven personalization strengthens ideological isolation and confirmation bias. Therefore, the correct answer is algorithmic curation that limits exposure to diverse perspectives.

Final Answer: Algorithmic curation that limits exposure to diverse views

Answer: (B)



Q45.

Solution

Concept: The term “Post-Truth” describes a communication environment in which emotional appeals and personal beliefs influence public opinion more strongly than objective facts. In the digital era, rapid information sharing, social media algorithms, and polarized online communities have contributed to the spread of emotionally persuasive but factually questionable narratives. Discussions about post-truth culture often express concern over declining trust in factual verification, journalism, and evidence-based discourse. This environment challenges traditional media values centered on objectivity and factual accuracy.

Solution: The question asks which option best describes the author’s tone regarding the post-truth environment. The passage does not celebrate the speed of information uncritically, nor does it support state-controlled media systems. It is also not indifferent to changes in media structures. Instead, the discussion highlights concerns about how emotional resonance increasingly outweighs factual verification in digital communication. The author appears critical of the weakening of truth-based journalism and the rise of emotionally driven narratives amplified through social media and rapid opinion circulation. This critical tone reflects anxiety about misinformation, weakened gatekeeping, and the erosion of objective public discourse. Therefore, the author’s perspective is best described as critical of the shift from factual accuracy toward emotionally persuasive communication in the post-truth era.

Final Answer: Critical of the shift from factual accuracy to emotional resonance

Answer: (B)

Q46.

Solution

Concept: Freedom of the press in India is constitutionally linked to the fundamental right to freedom of speech and expression guaranteed under Article 19(1)(a) of the Constitution of India. Although the Constitution does not explicitly mention “freedom of the press,” the Supreme Court has interpreted press freedom as an essential part of this article. This constitutional protection forms the legal foundation for journalism, public debate, and democratic communication. However, the right is not absolute and remains subject to constitutional limitations under Article 19(2).

Solution: The question asks what forms the legal “bedrock” for the functioning of the press in India. The Press Council Act regulates standards and ethics in journalism but is not the constitutional foundation of press freedom. The Official Secrets Act concerns confidentiality and national security matters, while the Right to Information Act provides access to government information. The actual constitutional basis of press freedom comes from Article 19(1)(a), which guarantees freedom of speech and expression. Indian courts have consistently interpreted this article to include the freedom of the press because an independent media is essential for democracy and informed public participation. Therefore, the passage identifies Article 19(1)(a) as the primary legal and constitutional foundation supporting journalistic freedom and media functioning in India.

Final Answer: Article 19(1)(a) of the Constitution

Answer: (B)



Q47.

Solution

Concept: Fundamental rights in democratic constitutions are often balanced with legal responsibilities and public interest considerations. In India, Article 19(2) permits the state to impose “reasonable restrictions” on freedom of speech and expression. These restrictions may relate to national security, public order, decency, morality, contempt of court, defamation, and sovereignty of the nation. The concept ensures that individual freedoms operate within a framework that protects social stability, democratic order, and the rights of others without completely suppressing free expression.

Solution: The question asks what is implied by the phrase “reasonable restrictions.” The government does not possess unlimited authority to suppress inconvenient news arbitrarily, because restrictions must satisfy constitutional and judicial standards. Journalists are also not required to obtain prior approval from magistrates before publishing ordinary news reports. The existence of constitutional restrictions clearly shows that laws governing the press do exist in India. The term “reasonable restrictions” specifically means that freedom of speech and expression is not absolute and may be limited under legally defined conditions. These include concerns such as national security, public order, decency, morality, defamation, and contempt of court. Such restrictions are intended to balance civil liberties with broader public and constitutional interests. Therefore, the correct interpretation is that freedom of speech operates within specific legal limits recognized by the Constitution.

Final Answer: Speech is restricted for public order and security

Answer: (B)



Q48.

Solution

Concept: “Trial by Media” refers to the practice where media organizations aggressively report, analyze, and speculate about ongoing criminal investigations or court proceedings in ways that may influence public opinion before a judicial verdict is reached. This phenomenon can conflict with the principle of “Sub-judice,” which discourages public commentary on pending legal matters. Excessive media coverage may prejudice the accused, influence witnesses, and compromise the constitutional right to a fair and impartial trial within the judicial system.

Solution: The question asks why trial by media is considered problematic in the contemporary media environment. Media coverage does not necessarily help courts reach judgments faster, nor is its primary purpose educational enhancement. Trial by media is also unrelated to protecting defamation law specifically. The main concern is that sensational and premature reporting can interfere with judicial fairness. When news channels publicly declare individuals guilty before court decisions, they risk shaping public opinion and indirectly pressuring legal institutions. Such reporting may violate sub-judice norms, which exist to preserve impartial legal proceedings. It can also undermine the accused person’s right to a fair trial guaranteed under constitutional principles. Therefore, the complication arises because trial by media often substitutes public spectacle and speculation for careful judicial determination based on evidence and due process.

Final Answer: It often violates 'Sub-judice' norms and the Right to a Fair Trial

Answer: (C)



Q49.

Solution

Concept: Yellow Journalism refers to sensationalized and exaggerated news reporting designed primarily to attract public attention and increase readership or viewership. This style of journalism often prioritizes drama, emotional appeal, scandal, and entertainment over factual accuracy and ethical responsibility. Historically associated with fierce newspaper competition in the late nineteenth century, yellow journalism continues to appear in modern media through sensational headlines, exaggerated reporting, and excessive focus on controversy to gain higher ratings, circulation, or online engagement.

Solution: The question asks what characterizes yellow journalism according to the passage. Investigative reporting on corruption can be ethical and fact-based, making it different from sensational journalism. Strict adherence to social responsibility theory would emphasize accuracy and public welfare rather than sensationalism. The term also has no connection to newspapers printed on yellow-colored paper. Yellow journalism specifically refers to media practices that exaggerate stories, dramatize events, and prioritize audience attraction over balanced factual reporting. Modern examples include sensational headlines, emotionally charged debates, and exaggerated crime coverage aimed at boosting TRPs, clicks, or circulation figures. Such practices may distort public understanding and weaken journalistic credibility. Therefore, the correct answer is that yellow journalism prioritizes sensationalism and commercial success over ethical accuracy and responsible reporting.

Final Answer: Prioritizing sensationalism and high TRPs over ethical accuracy

Answer: (B)



Q50.

Solution

Concept: The Social Responsibility Theory of the press argues that media organizations should serve society by promoting truthful, balanced, and ethical communication. According to this theory, freedom of the press carries obligations toward democracy, public welfare, and informed citizenship. Media should not function merely as profit-driven businesses or propaganda tools. Instead, journalists are expected to uphold ethical standards, encourage rational public debate, and act responsibly while exercising their freedom. This theory emphasizes accountability alongside press freedom in democratic societies.

Solution: The question asks what the author implies through the idea of social responsibility in journalism. A purely profit-oriented media system ignores the ethical obligations emphasized in the theory. The Magic Bullet theory concerns communication effects rather than journalistic ethics. Restricting reporting only to official government releases would undermine independent journalism and democratic scrutiny. Social Responsibility Theory instead argues that the press should go beyond merely obeying legal rules and actively protect public interest. Journalists are expected to provide accurate information, encourage informed debate, expose wrongdoing, and consider the social consequences of their reporting. This perspective sees the media as a democratic institution with moral obligations toward society. Therefore, the correct answer is that the press should function as a guardian of public interest and social welfare beyond simply following legal requirements.

Final Answer: Protecting public interest beyond legal compliance

Answer: (B)



Answer Key

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

