

SUBJECT CODE	SUBJECT	PAPER										
A-10-03	JOURNALISM AND MASS COMMUNICATION	III										
HALL TICKET NUMBER												
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OMR SHEET NUMBER												
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DURATION	MAXIMUM MARKS	NUMBER OF PAGES										
2 HOUR 30 MINUTES	150	16										
		NUMBER OF QUESTIONS										
		75										

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidates Signature

Name and Signature of Invigilator

Instructions for the Candidates

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of seventy five multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to **open the booklet and compulsorily examine it as below** :
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.**
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.
Example: (A) (B) (C) (D)
 where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Answer Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.** The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము డెబ్బైఐదు బహుళవికల్ ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టిక్కర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషప్రకాశించిన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అందించగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతిప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.
ఉదాహరణ : (A) (B) (C) (D)
 (C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దేశ స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- నిల్/స్కల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషిద్ధం.
- తప్పని సమాధానాలకు మార్కుల తగ్గింపు లేదు.



DO NOT WRITE HERE



JOURNALISM AND MASS COMMUNICATION

Paper – III

1. Which Section in Indian Penal Code deals with sedition case ?
(A) Section 120 A
(B) Section 124 A
(C) Section 153 B
(D) Section 295
2. Which of the following news channels has an Ombudsman ?
(A) Doordarshan (B) ETV
(C) HMTV (D) TV9
3. One of the following is not a folk performance
(A) Navrathri
(B) Nautanki
(C) Dhashartan
(D) Yakshagana
4. R.S.S. stands for
(A) Really Simple Syndication
(B) Reality Sector Stories
(C) Random Sampling System
(D) Random Selection Store
5. The process by which an increasing proportion of the population of a given area live in towns and cities are called as
(A) Modernization
(B) Urbanization
(C) Westernization
(D) Colonization
6. Identify the performance not related to puppetry
(A) Sakhi Kundhei – Orissa
(B) Togalu Comba atta – Karnataka
(C) Thohu Bommalatta – AP
(D) Pawada – Maharashtra
7. The first country that introduced digitalization of television services
(A) USA
(B) France
(C) UK
(D) Germany
8. One of the following public service broadcasters is facing financial crisis
(A) VOA
(B) BBC
(C) Doordarshan
(D) Al-Jazeera



9. Identify the members of Committee in paid news appointed by Press Council of India.
- I. K.Sreenivas Reddy
 - II. Paranjoy Guha Thakurty
 - III. P.Sainath
 - IV. Kuldip Nayyar
- (A) I, IV
(B) I, II
(C) III, IV
(D) II, IV
10. Name the Judge who ruled that the air waves are public property.
- (A) Justice Markhandeya Katju
(B) Justice J.S. Verma
(C) Justice K.G.Balakrishnan
(D) Justice B.P. Jeevan Reddy
11. One of these films is the odd man out. Can you identify it ?
- (A) RA 1
(B) Eega
(C) Krish
(D) Chota Bheem
12. Identify the contemporary film maker from the list below
- (A) A.Hitchcock
(B) S.Eisenstein
(C) M.Scorcese
(D) V.Desica
13. One of the following is not associated with cultural theory.
- (A) L.Althusser
(B) R.Barthes
(C) L.Festinger
(D) J.Habermas
14. The appearance of people or objects being suspended or moving slowly in mid air with the camera tracking them to give different visual perspectives in a film is called as
- (A) Morphing
(B) Pixar
(C) Bullet time
(D) CGI
15. The objectification of self knowledge for communicative purposes made up of ones by means of which others make sense of the performance of self that includes visual, behavioural and communicative attributes
- (A) Icon
(B) Image
(C) Stereotype
(D) Symbol



16. The News Broadcasters Association in 2009 issued a fresh set of guidelines for self regulation. One of the following is not part of it.
- (A) Accuracy
 - (B) Privacy
 - (C) Salary
 - (D) Decency
17. The term 'cinema verite' in films literally means
- (A) Director's take
 - (B) Cinema truth
 - (C) Director as author
 - (D) Virtual cinema
18. Identify the editor of the Hindustan Times who resigned on the charge of plagiarism ?
- (A) M.J. Akbar
 - (B) H.K. Dua
 - (C) V.N. Narayan
 - (D) Karan Thapar
19. One of the following is not a metaphor for the mediating role of mass media.
- (A) WINDOW
 - (B) SIGNPOST
 - (C) FORUM
 - (D) FRAME
20. Harmony of complementary colours is based on
- (A) Contrasting colours
 - (B) Active colours
 - (C) Pastel colours
 - (D) Dominant colours
21. The shot size, camera angle, lighting and editing all influence meaning in
- (A) Post modernism
 - (B) Structuralism
 - (C) Realism
 - (D) Formalism
22. More studies have shown that television viewing has decreased because people are
- (A) Not interested to watch television programs
 - (B) Spending more time online
 - (C) No time to watch television programs
 - (D) There is no good programs are telecasting in television
23. The term 'polysemy' in communication is associated with
- (A) structure
 - (B) meaning
 - (C) voice control
 - (D) filters



- 24.** Who is the Reader's Editor of The Hindu Newspaper ?
- (A) N. Ram
 - (B) G. Kasthuri
 - (C) A.S. Panner Selvam
 - (D) N. Ravi
- 25.** One of the following is not a rule that should be followed while recording in a sound studio.
- (A) Place mic not too close to the mouth
 - (B) Monitor volume controls
 - (C) Wear headphones to hear problems
 - (D) Start recording with room tone
- 26.** One of these is not a function of a news agency.
- (A) Publishing its own newspapers
 - (B) Provide photographs
 - (C) Provide factual reports
 - (D) Give comments and opinions
- 27.** 'Monochronic time' concept is used in
- (A) Television communication
 - (B) Intercultural communication
 - (C) Interpersonal communication
 - (D) Political communication
- 28.** Identify a popular theory in international communication.
- (A) Hegemony
 - (B) Two step flow
 - (C) Democratic participant
 - (D) Spiral of silence
- 29.** Corporate advertising concentrates on
- (A) Organisational personality
 - (B) Brand personality
 - (C) Product personality
 - (D) Recruitment
- 30.** One of the following concepts does not belong to the list
- (A) Framing
 - (B) Priming
 - (C) Agenda setting
 - (D) Dumbing down
- 31.** The minimal amount of light that allows the camera to see the subject is called as
- (A) Back light
 - (B) Base light
 - (C) Reflected light
 - (D) Flood light
- 32.** What is soft news ?
- (A) News based on opinions, not facts
 - (B) News entertaining or interesting
 - (C) News circulated in internet
 - (D) Advice column



33. Majid Teheranian is a popular communication scholar from
(A) America
(B) Afghanistan
(C) Iran
(D) Pakistan
34. Reasoning in research that generalizes a finding from specifics to general is
(A) Inductive
(B) Deductive
(C) Surreal
(D) Holistic
35. Television rating points research is conducted by
(A) MARG (B) Nielsen
(C) Gallup (D) ORG
36. Verbal communication process is
(A) Discontinuous
(B) Changeable
(C) Rigid
(D) Transcient
37. Essentially Marxian, _____ is a theoretical concept, the practice of reproducing social relations of inequality within the sphere of signification and discourse.
(A) Ideology
(B) Icon
(C) Symbolism
(D) Mass culture
38. Advocacy journalism is about
(A) use of journalism for a social work
(B) writing about legal issues
(C) writing news objectively
(D) writing about advocates
39. Name the philosopher who said, "Freewill will operate in market place of ideas and human beings will choose what is needed" ?
(A) J.S. Mill
(B) Plato
(C) Lenin
(D) Marcuse
40. Replace a specific color with another image source in studio product's is called as
(A) Chroma Key
(B) Inter Com
(C) Sit Com
(D) Boom Pole
41. Which type of software can translate scanned text into editable text ?
(A) database
(B) optical character recognition
(C) spread sheet
(D) computer-aided drafting



42. The terms base structure, super structure and collective consciousness are part of _____ theory.
- (A) authoritarian
 - (B) effects
 - (C) critical
 - (D) psychological
43. One of the following films was not made by Satyajit Ray.
- (A) Aparajito
 - (B) Ganasatru
 - (C) Apur Sansar
 - (D) Ankur
44. Which are the three colours used in video processing ?
- (A) Red, Black and Yellow
 - (B) Black, Yellow and Green
 - (C) Green, Red and Black
 - (D) Red, Green and Blue
45. Source of information is not attributed in
- (A) News story
 - (B) Feature
 - (C) Interview
 - (D) Backgrounder
46. Identify the correct sequence of committees that were appointed by the Central Government.
- I. Committee on problems of small newspapers
 - II. Committee on Tehalka
 - III. Committee on news agencies
 - IV. Fact-finding committee on newspaper economics
- (A) I, III, II, IV
 - (B) IV, II, III, I
 - (C) I, IV, III, II
 - (D) II, III, IV, I
47. Identify the sequence of the writing process of a news story.
- I. Construct
 - II. Correct
 - III. Conceive
 - IV. Collect
- (A) II, I, III, IV
 - (B) III, II, I, IV
 - (C) I, II, III, IV
 - (D) III, IV, I, II



48. Identify the sequence for interviewing a person.
- I. Gathering details
 - II. Ask follow up questions
 - III. Ice breakers
 - IV. Verify
- (A) I, III, II, IV
(B) III, II, I, IV
(C) II, I, IV, III
(D) III, I, II, IV
49. Identify the correct sequence of Acts in a chronological order.
- I. Press Council of India Act
 - II. Official Secrets Act
 - III. Right to Information Act
 - IV. Working Journalists (conditions of service) and Miscellaneous Provisions Act
- (A) II, I, III, IV
(B) IV, II, I, III
(C) II, IV, I, III
(D) II, I, IV, III
50. Find out the correct sequence of experiments in development journalism.
- (A) Udayavani-Menefee-The Hindustan Times-Gramyavani
(B) Menefee-Hindustan Times-Udayavani-Gramyavani
(C) Hindustan Times-Udayavani-Menefee-Gramyavani
(D) Gramyavani-Hindustan Times-Udayavani-Menefee

51. **Assertion (A)** : The internet is a useful tool for Indian students as information access allows them to prepare for examinations without going to libraries.

Reason (R) : Knowledge gain cannot be done without referring to books as the books are repository of age-old knowledge.

- (A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true

52. **Assertion (A)** : The proliferation of television channel discussions in India has resulted in labelling the political orientation of public debate on important issues like women security, freedom of speech and so on.

Reason (R) : The public's rights to know the neutral opinion on important issues is a cry in the wilderness, and the people have no option to stop the titled public debate.

- (A) Both (A) and (R) are true
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(C) (A) is true, but (R) is false
(D) (A) is false, but (R) is true



53. Assertion (A) : News is the central ingredient of the newspaper, the core activity of the large part of journalistic occupation that gives a special status in society allowing expression of opinion in the name of public good.

Reason (R) : The events that have made news in the past, as in the present, are actually the expected things such as incidents and accidents that the public is prepared for, one fears and one hopes for that make news.

- (A) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (C) (A) is true but (R) is false
- (D) (A) is false but (R) is true

54. Assertion (A) : Big companies set up departments of corporate communications that ignore professional values and ethics.

Reason (R) : Corporate image is important for companies and the duty of corporate communications is to safeguard the company.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

55. Assertion (A) : Indian films depict violence excessively to attract the fragmented audience owing to the emergence of new media.

Reason (R) : Heroism in India is considered as the protagonists forte in the films. He must exhibit his valour by indulging in violent Acts, in order to attract audience.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

56. Assertion (A) : Political communication in India is increasingly undergoing a change with the advent of new media and also the entry of young men into politics.

Reason (R) : Despite the changes in political communication, the voters' behaviour is not changing in consonance with the rapid flow of information.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true



57. Assertion (A) : Most development models that have been used in India are emulated from the western countries, and therefore they are highly irrelevant for our country.

Reason (R) : Some development models are useful to our country, and yet they are badly implemented owing to indifferent attitude of the implementing agencies.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

58. Assertion (A) : Media ethics is a subject of controversy as the definition of ethics varies from one individual to another owing to personal perspectives.

Reason (R) : Some media personnel do not follow ethics as they tend interpret ethical issues based on their personal views.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

59. Assertion (A) : Lack of control in the news rooms of television channels is making the selection of news irresponsible and irrelevant to the society, and thus news contents are trivial and sensational.

Reason (R) : Since qualified editors do not join television news channels, it is a boon to the TV Journalists as they can report news as they like.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

60. Assertion (A) : Form is more important than content in the media, and hence newspapers lay emphasis on photographs of glamorous women.

Reason (R) : Since market-driven Journalism is the trend now-a-days, it is not unethical for newspapers to emphasize on photographs, instead of relevant news.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true



61. Match the List – I with List – II

List – I	List – II
I. Wilbur Schramm	1. Rich media, poor democracy
II. Marshall McLuhan	2. High culture, low culture
III. John Fiske	3. Hot media, cold media
IV. Robert .W. McChesmey	4. Big media, little media

Codes :

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

62. Match the List – I with List – II

List – I	List – II
I. Transmission Model	1. Hold attention
II. Ritual model	2. Critical perspective
III. Publicity model	3. Linear sequence
IV. Reception model	4. Satisfaction of sender

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

63. Match List – I with List – II to identify the colour philosophy to be followed in general.

List – I	List – II
I. Warm colours	1. Graphics
II. Cool colours	2. Backgrounds
III. Memory colours	3. Highlight areas
IV. Colour rules	4. Photography

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

64. Match List – I with List – II

List – I	List – II
I. The pen as my sword	1. S.Nihal Singh
II. The romance of the newspaper	2. Vinod Mehta
III. Ink in my blood	3. M. Chalapathi Rao
IV. Luknow boy	4. K. Rama Rao

Code :

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



65. Match the List – I with List – II :

List – I Sector	List – II FDI Limit
I. News and current affairs (print media)	1. 49 per cent
II. Non- news and non- current affairs (print media)	2. 100 per cent
III. Cable network	3. 74 per cent
IV. Publication of technical/scientific magazines/journals	4. 26 per cent

Code :

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

66. Match the following List – I with List – II

List – I communication type	List – II Approach
I. Development communication	1. Grass roots
II. Development support communication	2. Horizontal
III. Participatory communication	3. Top down
IV. Empowerment	4. Self reliance

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

67. Match List – I with List – II

List – I	List – II
I. Red	1. Antisocial
II. Blue	2. Assertive
III. Purple	3. Calm
IV. White	4. Obedience

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

68. Match List – I with List – II

List – I Website	List – II Founders
I. Facebook	1. Jimmy Walls
II. Wikipedia	2. Pierre Omidiyar
III. Flipkart	3. Mark Zuckerberg
IV. Ebay	4. Sachin Bansal and Binny Bansal

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



69. Match List – I with List – II

- | List – I | List – II |
|--------------------|---------------------|
| I. Mise en scene | 1. Director |
| II. Montage | 2. Darkened room |
| III. Anteur | 3. Shot inclusion |
| IV. Camera obscure | 4. Piecing together |

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

70. Match the following List – I with List – II

- | List – I | List – II |
|--------------------------|--------------------------------|
| a. Matrices and Magazine | 1. Rotary Press |
| b. Stereoplate | 2. Gravure Press |
| c. Photo type setting | 3. Hot metal composing machine |
| d. Doctor Blade | 4. Cold composing |

Codes :

- | | | | |
|-----------|-------|-------|-------|
| (A) b – 2 | a – 1 | c – 3 | d – 4 |
| (B) b – 2 | d – 4 | a – 1 | c – 3 |
| (C) d – 4 | b – 2 | a – 1 | c – 3 |
| (D) b – 2 | c – 3 | d – 4 | a – 1 |

Read the passage below, and answer the questions that follow based on your understanding of the passage :

Interpretative frame work has been found to apply fairly widely and not only to foreign news. It tells us a certain amount about the kind of event that will tend to be reported and, by implication, about what will be neglected. Thus it is predictive of a pattern of one general kind of news 'bias'. News will tend not to deal with distant and politically unimportant nations, non-elite, ideas, institutions and structures, long-term undramatic processes or many kinds of 'good news'. The theory does not offer a complete explanation of all regularities of news composition, however, and an alternative, less psychological and more structural approach to explanation has been recommended by Rosengren, who argues that several features of news flows can be accounted for by political and economic factors. He demonstrates that flows of trade between countries are good predictors of mutual news attention. The same has been found to be true of international treaty relationships. With respect to domestic news, it is plausible that the giving or withholding of news attention has as much to do with political and economic factors as with the news values of individual news selectors or the news value attached to events. The question of news structure has often been



discussed in terms of bias, although we should not assume any deliberate tendency to mislead. Organisational explanations or the influence of hidden cultural elements are to be preferred. In addition, since judgements of news values are often relative and based on a journalistic 'feel for the news' at the particular moment, there will usually be strong elements of subjectivity. The standards of objectivity which are built into the news code are more likely to be expressed in the manner of handling and reporting events than in the selection or the neutrality of presentation.

- 71.** 'Interpretative framework' in this passage refers to
- (A) Foreign news
 - (B) Selection of events reported
 - (C) Interpretative news
 - (D) Start in news
- 72.** News will generally be selected on the basis of
- (A) unimportant nations
 - (B) non elites
 - (C) good news
 - (D) negativity

- 73.** 'News flow' is NOT determined by
- (A) Institutional structure
 - (B) Flow of trade
 - (C) International treaties
 - (D) Economic factors
- 74.** 'Feel for the news' in this passage implies
- (A) Sentimental news
 - (B) Access to source
 - (C) Subjectivity of journalist
 - (D) Organisation's decision
- 75.** The theme of the passage explores
- (A) News bias
 - (B) Objectivity
 - (C) News values
 - (D) None of the above



Space for Rough Work