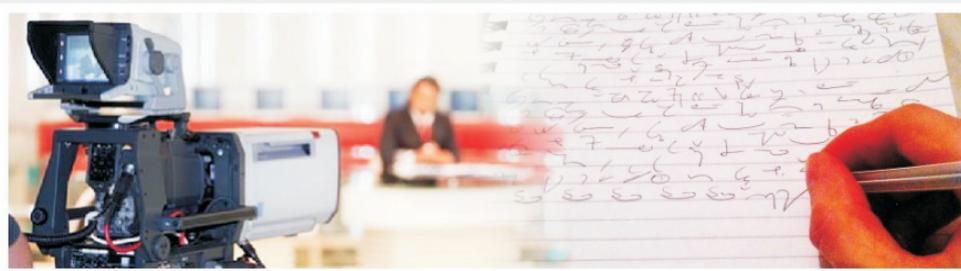




UPKAR'S

# UGC NET/JRF/SET MASS COMMUNICATION AND JOURNALISM

*(Paper-II & III)*



*Dr. Shyam Anand*



 **UPKAR'S**  
**UGC**  
**NET/JRF/SET**  
**MASS**  
**COMMUNICATION**  
**AND**  
**JOURNALISM**  
(Paper-II & III)

*By*  
Dr. Shyam Anand

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# Syllabus

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### Unit-I

Communication and Journalism—Basic terms, Concepts and definition, Nature and process.

Types of Communication.

Mass communication—Nature of media and content.

Mass communication in India—Reach, access and nature of audience.

### Unit-II

Role of media in society.

Characteristics of Indian Society—Demographic and Sociological impact of media in general.

Impact of media on specific audiences—Women, children etc.

Mass media effects studies and their limitations.

Mass campaigns for specific issues—Social concerns, environment, human rights, gender equality.

The press, radio, television, cinema and traditional form of communication.

### Unit-III

Journalism as a profession.

Journalists—Their role and responsibilities.

Indian Constitution and freedom of press.

Research restrictions.

Ethics and journalism.

Careers in Journalism and mass media.

Training—Problems, perception and response by the industry.

Media management—Principles and practices.

Professional organisations in Media.

Media Laws in India.

### Unit-IV

History of Print and Broadcast media in general with particular reference to India.

Post-independent developments in print.

Newspapers—English and Indian language press—major landmarks.

Magazines—Their role, bookphase and contemporary situation.

Small newspapers—Problems and prospects.

Press Commission, Press Councils—Their recommendations and status.

Development of Radio after independence—Extension role, radio rural forums and local broadcasting—General and specific audience programmes.

Development of television—Perception, initial development and experimental approach; SITE phase and evaluation; Expansion of television—Post-Asiad phase, issues concerns and debates over a period of time.

Committees in broadcasting—Background, recommendations and implementation.

Cinema—Historical overview and contemporary analysis—Commercial, parallel and documentary genres—Problems and prospects for the film industry.

### **Unit—V**

Communication and theories of social change.

Role of media in social change—Dominant paradigms.

Critique of the Dominant paradigm and alternative conception.

Development initiatives—State, market and the third force (NGO sector).

Participatory approaches and community media—Ownership and management perspectives.

### **Unit—VI**

Introduction of research methods and process.

Mass communication research—Historical overview.

Administrative and critical traditions.

Effects research—Strengths and limitations.

Communication research in India—Landmark studies related to SITE.

Content analysis—Quantitative and qualitative approaches.

Market research and its relationship to communication particularly advertising.

Sampling techniques—Strengths and limitations.

Statistical methods of analysis basics.

### **Unit—VII**

Colonial structures of communication.

Decolonisation and aspirations of nations.

Conflicts related to media coverage and representation.

International news agencies—Critique.

MacBride Commission—Recommendations and policy options.

Contemporary issues related to transnational broadcasting and its impact on culture, various perspectives and cultural impact.

Convergence of media—Problems and options.

Media Policies in an International Context.

India's position and approach to international communication issues.

### **Unit—VIII**

Radio and TV and Video as Media of Communication.  
Grammar of TV & Radio and Video.  
The production team.  
Role of Producer.  
Different types of programmes.  
Writing for Radio.  
Writing for TV—Researching for Scripts.  
The Visual Language.  
Camera Movements.  
Basic Theories of Composition—Cues and Commands.  
Formats for Radio-Television—News, Sitcoms, Features, Commercials, Operas,  
Documentaries, Cinema, Theatre, Drama.  
Editing Theory and Practice.  
Sound Design, Microphones, Sets and Lighting.  
Satellite, Cable Television, Computers, Microchips.

### **Unit—IX**

Advertising.  
Marketing.  
Ad copy and Layout.  
Public Relations.  
Public Opinion.  
Propaganda.

### **Unit—X**

The Techniques.  
Different Forms of Writing.  
Printing Technology and Production methods.  
News agencies.  
Syndicates and Freelancing.  
Specialised areas of Journalism.

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**UGC-NET/JRF Exam., June 2015 Solved Paper**  
**Mass Communication & Journalism**  
**(Paper-II)**

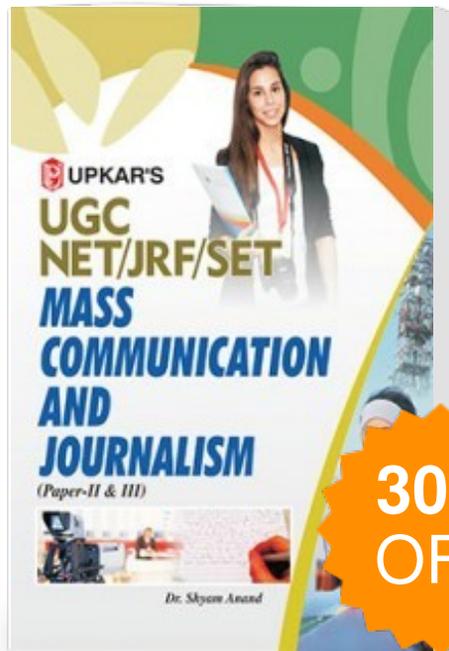
**Note**—This paper contains **fifty (50)** objective type questions of **two (2)** marks each. **All** questions are compulsory.

1. Narrowing communication gap between high and low segments of socio-economic status through redundancy in communication messages is called—  
(A) the entropy net  
(B) the communication loop  
(C) the ceiling effect  
(D) the macro strategy
2. The presentational media produce ..... of communication.  
(A) acts  
(B) artificial languages  
(C) passivity  
(D) physical noise
3. The different readings of the audience derived from different sub-cultural experiences are called—  
(A) independent understanding  
(B) differentiation  
(C) aberrant decoding  
(D) conviction
4. The prosodic codes that affect the meaning of the words are—  
(A) letters and words  
(B) pitch and stress  
(C) proximity and orientation  
(D) age and maturity
5. The ABX model of Newcomb proposes to maintain—  
(A) the existing political system  
(B) the economic stability  
(C) social equilibrium  
(D) cultural diversity
6. The concept of two orders of signification was formulated by—  
(A) Denis McQuail (B) C.S. Pierce  
(C) Roland Barthes (D) John Fiske
7. In Shannon and Weaver's model of communication, level C deals with the problem of—  
(A) transmission (B) effectiveness  
(C) entropy (D) correction
8. High predictability in communication will lead to—  
(A) notionality (B) entropy  
(C) redundancy (D) propaganda
9. In language vocabulary is—  
(A) comprehensive (B) constructive  
(C) intrusive (D) the paradigm
10. The study of touching behaviour in non-verbal communication is known as—  
(A) haptics (B) proxemics  
(C) chronemics (D) oculusics
11. Delayed drop refers to—  
(A) intro  
(B) news features  
(C) news stories  
(D) human interest stories
12. Vox pop is usually accompanied by—  
(A) Cartoons (B) Photographs  
(C) Graphics (D) Statistics
13. In newspaper design, weight means—  
(A) Physical weight (B) Light weight  
(C) Optical weight (D) Story weight
14. The on-line comic strip, 'Angry Little Girls' was produced by—  
(A) Lela Lee (B) Symond Lea  
(C) Guy Aoki (D) Glen Choi

15. Nair and White have offered a model of communication which is—  
 (A) unilinear (B) horizontal  
 (C) transactional (D) circular
16. The idea of participation for liberation was advocated by—  
 (A) Paulo Freire (B) E.M. Rogers  
 (C) A.G. Frank (D) A.A. Berger
17. Denis Goulet explained the concept of—  
 (A) modernisation  
 (B) backwardness  
 (C) real development  
 (D) developmentalism
18. The who-to-who communication matrix within the total system is labelled as—  
 (A) Focal inquiry  
 (B) Network analysis  
 (C) Socio-metric fit  
 (D) Structural dynamism
19. The prescription of Daniel Lerner for development were criticised as—  
 (A) political (B) autonomous  
 (C) anarchic (D) ethno-centric
20. The Sarvodaya movement in Sri Lanka adopted ..... model of communication.  
 (A) The Hindu (B) The Christian  
 (C) The Islamic (D) The Buddhist
21. The principle that a researcher should not increase assumptions than the minimum required is referred to as—  
 (A) sample quota (B) test sample  
 (C) occam's razor (D) golden mean
22. A possible, but incorrect explanation of research results is called—  
 (A) internal variable  
 (B) confounding variable  
 (C) independent variable  
 (D) dependent variable
23. Factor analysis is used for—  
 (A) data entry (B) data distribution  
 (C) data reduction (D) data separation
24. The word 'cinema' was coined in—  
 (A) The United States  
 (B) The Soviet Union  
 (C) Great Britain  
 (D) France
25. John Grierson coined the term—  
 (A) 'feature film' (B) 'documentary'  
 (C) 'short feature' (D) 'drama of life'
26. The film movement of neo-realism began with—  
 (A) Roberto Rossellini  
 (B) Vittario De Sica  
 (C) Cesare Zavattini  
 (D) Arthur Bannister
27. The first act of the screenplay is known as—  
 (A) intro (B) first point  
 (C) prologue (D) set up
28. The alternative (theoretical) model of news sequence is—  
 (A) events, news criteria, news report, news interest  
 (B) news interest, news criteria, events, news report  
 (C) news report, events, news criteria, news interest  
 (D) news criteria, news interest, events, news report
29. Section 499 of the Indian penal code contains the criminal law related to—  
 (A) contempt of court  
 (B) defence of India  
 (C) official secrets  
 (D) defamation
30. The Elaboration Likelihood Model (ELM) examines—  
 (A) The ways in which people are persuaded  
 (B) The ways in which people are provoked  
 (C) The ways in which people are motivated  
 (D) The ways in which people are misguided
31. **Assertion (A) :** Public relations is a corporate strategy of mind management.  
**Reason (R) :** It is a profession based on truth, knowledge and accurate communication.  
**Codes :**  
 (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
32. **Assertion (A) :** Most communication research studies are considered as lopsided.  
**Reason (R) :** The studies mainly focus on media exposure, but not on the internalisation of contents.  
**Codes :**  
(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
33. **Assertion (A) :** The concept of developmental communication has become redundant in the present day scenario.  
**Reason (R) :** The trend towards transnational capitalism and commodity fetishism have become more pronounced than ever before, brusting aside all ideological debates.  
**Codes :**  
(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
34. **Assertion (A) :** Mass media are powerful political instruments in a popular democracy.  
**Reason (R) :** Because they can always be effectively used to manipulate people's opinions and behaviours.  
**Codes :**  
(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
35. **Assertion (A) :** An attitude is a learned predisposition to react to objects favourably or negatively, in advertising  
**Reason (R) :** Normally attitude change has been seen as the precursor to behaviour change  
**Codes :**  
(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
36. Identify the correct chronological order of the following communication models—  
(A) HUB, Schramm's, Shannon and Weaver, Westley and MCLean  
(B) Schramm's, Shannon and Weaver, HUB, Westley and MC Lean  
(C) Westley and MCLean, Schramm, Shannon and Weaver, HUB  
(D) Shannon and Weaver, Schramm's, Westley and MCLean, HUB
37. Identify the correct chronological sequence of the following professional organisations—  
(A) Public Relations Society of India, Editors' Guild, All India Editors' Conference, Advertising Standards Council of India  
(B) Advertising Council of India, Editors' Guild, Public Relations Society of India, All India Editors' Conference  
(C) All India Editors' Conference, Public Relations Society of India, Editors' Guild, Advertising Standards Council of India  
(D) Editors' Guild, Public Relations Society of India, All India Editors' Conference, Advertising Standards Council of India
38. Find out the correct sequence of the five stages of Heath's Cyclical model of activism in PR—  
(A) Strain, Mobilisation, Confrontation, Negotiation, Resolution  
(B) Mobilisation, Confrontation, Negotiation, Resolution, Strain  
(C) Resolution, Confrontation, Mobilisation, Negotiation, Strain  
(D) Confrontation, Strain, Mobilisation, Negotiation, Resolution
39. Write the correct chronological order of the following magazines—  
(A) The Illustrated Weekly on India, India Today, Frontline, The Week  
(B) Frontline, The Week, India Today, The Illustrated Weekly of India  
(C) India Today, The Week, Frontline, The Illustrated Weekly of India  
(D) The Week, Frontline, The Illustrated Weekly of India, India Today

# UGC NET/JRF/SET Mass Communication And Journalism (Paper II And III)



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