

SEC-01

Sociology of Media

1. Which of the following challenges poses the greatest obstacle to harnessing the full potential of mass media for community-based environmental development?

- A. Lack of access to technology and media infrastructure in rural areas.
- B. Domination of commercial interests and biased representation of environmental issues.
- C. Limited media literacy and critical thinking skills among audiences.
- D. All of the above.

2. In human communication, what is the term used to describe the nonverbal ways in which emotions are expressed?

- A. Kinesics
- B. Proxemics
- C. Haptics
- D. Facial expressions

3. Vladimir Zworykin was a pioneer in the field of:

- A. Motion pictures
- B. Radio broadcasting
- C. Television
- D. Computer science

4. What are the three main branches of semiotics?

- A. Syntactics, semantics, pragmatics
- B. Linguistics, anthropology, psychology
- C. Semiotics of language, semiotics of culture, semiotics of nature
- D. Peirce's semiotics, Saussure's semiotics, Eco's semiotics

5. What is the significance of bloodless technological rituals in contemporary society?

- A. They provide a way for people to connect with something larger than themselves without resorting to violence.
- B. They allow people to express their individuality and creativity.
- C. They can be used to promote social change and activism.
- D. All of the above.

6. Which is the agency of the Central Government that disseminates information regarding government policies and projects to the media in India?

A. PIB

B. PTI

C. AIR

D. PCI

7. Which of the following is not a social network?

A. Linked in

B. Instagram

C. Twitter

D. Ebay

8. The news print sector in our country is governed by which order from the following?

A. National Print Control Order, 2001

B. Newsprint Control Order, 2004

C. News Print Commission Order, 2006

D. National Press Control Order, 2003

9. Which Newspaper logo bears "Let Truth prevail"?

A. The Statesman

B. Times of India

C. The Tribune

D. The Hindu

10. Every year Press Council of India celebrates the National Press - Day on :

A. January 30

B. November 9

C. October 15

D. November 16