



Paper - II

Mass Communication & Journalism

Booklet Code

A

SUBJECT CODE : **2 6**

Test Booklet No.

Roll No. :

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(Figures as per admission card)

Roll No. (in words) :

OMR Sheet No. :

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Name and Signature of Invigilator/s

Signature : _____

Name : _____

Time : 2 Hours

Maximum Marks : 200

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 100

Instructions for the Candidates

- Write your roll number in the space provided on the top of this page.
- This paper consists of hundred (100) multiple-choice type of questions.
- At the commencement of examination, the test 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 Test Booklet, tear off the paper seal on the edge of the cover page. Do not accept a booklet without sticker seal or 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 Test Booklet will be replaced nor any extra time will be given.
 - After the 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 : Ⓐ Ⓑ ● Ⓓ
where (C) is the correct response.
- Your responses to the questions are to be indicated in the **OMR Sheet kept inside this Booklet**. If you mark at any place other than in the circles, the OMR Sheet will not be evaluated.
- Read the instructions given in OMR Sheet carefully. Fill the Booklet Code of Paper-II in OMR Sheet **Compulsorily**.
- 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 provided for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- You have to return 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.
- You can take away test booklet and carbon copy of OMR Answer Sheet after the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator, electronic gadgets or log table, etc. is prohibited.**
- There is no negative mark for incorrect answer.**





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1. Niche Journalism is also known as _____.
 - (A) Broadcasting
 - (B) Multicasting
 - (C) Narrowcasting
 - (D) Podcasting
2. The process of targeting message to specific individuals is _____.
 - (A) Interpersonal
 - (B) De-massification
 - (C) De-mystification
 - (D) Degree
3. Communication of emotions, attitudes and thoughts through body language is :
 - (A) Oral communication
 - (B) Written communication
 - (C) None verbal communication
 - (D) None of the above
4. _____ refers to the process where exchange of information, ideas, thoughts take place between individual and groups.
 - (A) Journalism
 - (B) Communication
 - (C) Tele Communication
 - (D) Mass Communication
5. Central to the uses and gratifications approach in communication is :
 - (A) Message
 - (B) Channel
 - (C) Audience
 - (D) Encoder
6. Acknowledgment of the source of a picture is called :
 - (A) Credit line
 - (B) Byline
 - (C) Courtesy
 - (D) Reference
7. Kuldeep Nayar was a well known Indian :
 - (A) Hockey Player
 - (B) TV Artist
 - (C) Film Star
 - (D) Journalist
8. Ear panels are :
 - (A) Panel of experts from Journalism
 - (B) Panel of experts from various courses
 - (C) Advertisements on two sides of the Masthead of a newspaper
 - (D) Panel of experts from Ear, Nose and Throat (ENT) Department
9. What is Dummy?
 - (A) A dead body of an animal
 - (B) Mock up of newspaper
 - (C) Front page of the newspaper
 - (D) None of the above
10. Specific area of news coverage is known as :
 - (A) Slug
 - (B) Morgue
 - (C) Schedule
 - (D) Beat
11. The news which appears in the papers two or three days before an important event is called :
 - (A) Curtain Raiser
 - (B) Background
 - (C) Follow up
 - (D) None of the above
12. ASCI is :
 - (A) Association of Communication Educators
 - (B) Self-regulatory advertising body
 - (C) International authority on communication
 - (D) Controlling authority of satellite communication



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13. The statement 'Media are successful in telling people what to think about' relates to :
- (A) Agenda Setting theory
(B) Media Dependency theory
(C) Cultivation theory
(D) Modeling theory
14. The Chanakya Award for excellence in the field of Public Relations is given by ____.
- (A) INS (B) PRSI
(C) CIC (D) PRCI
15. In which year Registrar of Newspapers for India came into being?
- (A) 1956 (B) 1958
(C) 1955 (D) 1954
16. Which video editing techniques is used to gradually change the volume of a sound clip over a period of time?
- (A) Fade (B) Pan
(C) Cut (D) Dissolve
17. Which one of the following was adjudged as Best Feature Film in 70th National Film Awards?
- (A) Gulmohar (B) Aattam
(C) Kantara (D) Daman
18. What is a "Live Cross" in TV anchoring?
- (A) A type of special effect used in news bulletin
(B) A segment where the anchor directly interviews a guest via video call
(C) A live link or broadcast from a location to the studio during a news segment
(D) A pre-recorded interview shown during the broadcast
19. The term 'Muckarking' is historically associated with :
- (A) Early 20th Century investigative Journalism exposing corruption
(B) Tabloid Journalism
(C) War Correspondence during World War II
(D) Reporting Focused on Celebrity Culture
20. Which Technology Giant has launched its first full-scale Cyber Security Engagement Centre (CSEC) in India?
- (A) Microsoft
(B) SAP
(C) Google
(D) Accenture
21. The term 'News Peg' refers to :
- (A) The process of verifying facts
(B) The angle or aspect that make a strong newsworthy
(C) A tool for arranging headlines
(D) A reward for investigative news story.
22. The first e-waste clinic of India was opened in which city?
- (A) Lucknow
(B) Mumbai
(C) Bhopal
(D) Cuttack
23. Who was the first news reader on Doordarshan?
- (A) Pratima Puri
(B) Salma Sultan
(C) Shammi Narang
(D) Gitanjali Aiyar



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24. OB stands for :
- Open Box
 - Outside Broadcasting
 - Official Beat
 - None of these
25. The research that aims at immediate application is :
- Action Research
 - Empirical Research
 - Conceptual Research
 - Fundamental Research
26. A study of a specific population as it changes over a period of time is known as :
- Demographic analysis
 - Population analysis
 - Cohort analysis
 - Cluster analysis
27. The method of collecting data from same group of people at multiple points in time is known as :
- Cross-Sectional Study
 - Panel Study
 - Case Study
 - Focus Group Study
28. Find out the correct sequence of the stages identified in the information processing theory :
- Attention, comprehension, acceptance, retention, action
 - Comprehension, acceptance, retention, attention, action
 - Attention, acceptance, comprehension, retention, action
 - Attention, action, comprehension, acceptance, retention
29. Match List-I and List-II and select the correct answer from the codes given below :
- | | List-I | | List-II |
|---|--------------|----|------------|
| P | Mathrubhoomi | 1. | Odisha |
| Q | Dinamalar | 2. | Kerala |
| R | Sandesh | 3. | Tamil Nadu |
| S | Dharitri | 4. | Gujarat |
- Codes :
- | | | | | |
|-----|---|---|---|---|
| | P | Q | R | S |
| (A) | 3 | 2 | 4 | 1 |
| (B) | 4 | 1 | 2 | 3 |
| (C) | 2 | 3 | 4 | 1 |
| (D) | 1 | 4 | 3 | 2 |
30. Find out the correct sequence of establishment of the following agencies/bodies related to advertising :
- ABC, AAAI, ASCI, MUDRA
 - ASCI, MUDRA, AAAI, ABC
 - MUDRA, ASCI, ABC, AAAI
 - AAAI, ABC, MUDRA, ASCI
31. George Gerbner while propounding the Cultivation Theory emphasized on the concepts of : Heavy viewers, light viewers and mainstreaming, the last one being :
- Resonance
 - Cognitive association
 - Affectivity
 - Priming
32. The concept of 'Global Village' was first introduced by :
- Marshall McLuhan
 - Wilbur Schramm
 - Charles Wright
 - Joseph Klapper


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33. What is Embargo?
- A ship, which often comes late
 - A ban on publication before a specific date
 - A story, which has no end
 - None of the above
34. What comes next in the Lass well model- Who, says what, in which channel, to whom,_____?
- with what purpose
 - with what context
 - with what effect
 - with what intent
35. Which of the following concepts explains the limited and stereotypical portrayal of transgender individuals in mainstream media?
- Tokenism
 - Media Framing
 - Media Priming
 - Queer Theory
36. When analyzing how a newspaper editor filters and modifies messages before publication, which communication model provides the most appropriate theoretical framework?
- Westley and Maclean's model
 - Shannon-Weaver model
 - Convergence model
 - Schramm's Interactive model
37. In the concept of AIDCA, 'C' stands for :
- Conviction
 - Continuity
 - Coherence
 - Clarity
38. The process of converting cold call into hot call is known as :
- Tracking
 - Pitching
 - Screening
 - None of the above
39. Time limit for providing information under RTI Act concerning the life and liberty of a person is :
- 24 hours
 - 48 hours
 - 30 days
 - 07 days
40. The Press Act of 1910, aimed at restricting the Vernacular Press in India, was introduced by whom?
- Lord Curzon
 - Lord Minto
 - Lord Hardinge
 - Lord Lytton
41. A network of educational FM radio channels operated by IGNOU is known as :
- Gyanvani
 - Gyan Darshan
 - Gyandhara
 - None of the above
42. What is the full form of RAM which is specifically relates to radio listenership?
- Radio Audience Machine
 - Radio Audience Measurement
 - Radio Audience Manual
 - Radio Audience Marker



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43. What is an observation schedule?

- (A) A set of explicit rules for assigning behaviour to categories
- (B) A timetable of days on which you plan to carry out your observation
- (C) A list of questions to ask your interviewees
- (D) A way of testing for measurement validity

44. Early theories of media effects :

- (A) Held that media could have very specific, but limited effects on people
- (B) Held that media alone cannot cause specific audience effects
- (C) Held that media worked in a series of steps, passing from opinion leaders to the general population
- (D) Held the premise that media would "shoot" beliefs into people's minds

45. Find out the correct sequence of the publications on the basis of the year of their launch (starting from the earliest) :

- (A) Amrita Bazar Patrika, Jugantar, Bombay Samachar, Kesari
- (B) Jugantar, Bombay Samachar, Kesari, Amrita Bazar Patrika
- (C) Bombay Samachar, Amrita Bazar Patrika, Kesari, Jugantar

(D) Jugantar, Amrita Bazar Patrika, Kesari, Bombay Samachar

46. The right match of the sequence-First Dada Saheb Phalke Award, Prasar Bharti, Arrival of the train, TV in India.

- (A) 1959, 1969, 1997, 1896
- (B) 1969, 1997, 1896, 1959
- (C) 1896, 1997, 1959, 1969
- (D) 1997, 1896, 1969, 1959

47. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Dance)	List-II (State)
P	Theru Koothu	1. Kerala
Q	Kathakali	2. Tamilnadu
R	Kuchipudi	3. Karnataka
S	Yakshagana	4. Andhra Pradesh

Codes :

	P	Q	R	S
(A)	1	3	2	4
(B)	2	1	4	3
(C)	3	4	1	2
(D)	4	1	2	3

48. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Publication)	List-II (publisher)
P	India today	1. The Hindu
Q	The Week	2. Bennett, Coleman & Co. Ltd.
R	Front Line	3. Living Media India
S	Times of India	4. Malayala Manorma

Codes :

	P	Q	R	S
(A)	4	2	3	1
(B)	3	4	1	2
(C)	3	1	4	2
(D)	4	3	2	1



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49. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Usage)	List-II (Media/Prof ession)
P	Rules of Third	1. TV
Q	Underlay	2. Photography
R	Montage	3. PR
S	Off the record	4. Radio

Codes :

	P	Q	R	S
(A)	3	2	4	1
(B)	2	4	1	3
(C)	4	2	3	1
(D)	1	4	3	2

50. Match List-I and List-II and select the correct answer from the codes given below:

	List-I (Act)	List-II (Year)
P	Copyright	1. 2005
Q	Information Technology	2. 1923
R	Right to Information	3. 2000
S	Official Secrets	4. 1957

Codes :

	P	Q	R	S
(A)	4	3	1	2
(B)	2	1	3	4
(C)	2	3	1	4
(D)	3	1	4	2

51. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Directors)	List-II (Serials/Films)
P	Neena Gupta	1. Circus
Q	Aziz Mirza	2. Sparsh
R	Sai Paranjpe	3. Garam Hawa
S	M.S. Sathya	4. Siski

Codes :

	P	Q	R	S
(A)	1	3	2	4
(B)	2	4	3	1
(C)	3	2	4	1
(D)	4	1	2	3

52. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Directors)	List-II (Films)
P	Satyajit Ray	1. Swayamvaram
Q	Adoor Gopala Krishnan	2. Ayyappanum
R	Mrinal Sen	3. Chiriyakhana
S	Sachidanandan	4. Antareen

Codes :

	P	Q	R	S
(A)	3	1	4	2
(B)	2	4	3	1
(C)	1	2	4	3
(D)	4	1	3	2

53. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Term)	List-II (Method)
P	Covert and Overt	1. Longitudinal study
Q	Cohort	2. Content analysis
R	Inter coder reliability	3. Experiment
S	Control group	4. Observation

Codes :

	P	Q	R	S
(A)	1	3	2	4
(B)	2	1	4	3
(C)	4	1	2	3
(D)	1	2	3	4

54. Find out the right sequence of the following International bodies working for development according to the year of their set up :

(A)	UNO, WHO, WWF, UNICEF, ADB
(B)	UNO, WHO, UNICEF, WWF, ADB
(C)	WWF, UNO, ADB, UNICEF, WHO
(D)	WHO, ADB, UNO, UNICEF, WWF



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55. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Words)		List-II (Industry)
P	Jacket	1.	Printing
Q	Tabloid	2.	Book
R	Brief	3.	Newspaper
S	Grid	4.	Advertising

Codes :

	P	Q	R	S
(A)	1	3	2	4
(B)	3	2	1	4
(C)	4	1	3	2
(D)	2	3	4	1

56. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Abbreviation)		List-II (Media)
P	ABC	1.	TV
Q	BARC	2.	Print
R	OTS	3.	Radio
S	AQH	4.	Advertising

Codes :

	P	Q	R	S
(A)	1	3	2	4
(B)	2	1	4	3
(C)	3	2	1	4
(D)	4	1	2	3

57. One of the authors of media dependency theory was :

- (A) Melvin DeFleur
(B) Paul Deutchman
(C) Upton Sinclair
(D) David Manning White

58. Given below are two statements, one labelled as Assertion (a) and the other labelled as Reason (r). Read the statements and choose the correct answer from the code given below :

Assertion (a) : In structuralism and semiology attention is directed to latent rather than to manifest content.

Reason (r) : Structuralism and semiology believe that, all the 'Units' of content should be treated equally for analysis.

- (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 (r) is false
(D) (a) is false (r) is true

59. A visual rhyme between two successive shots is called :

- (A) Graphic match
(B) Short match
(C) Scene match
(D) Composition

60. The history of Libertarian theory can be traced to :

- (A) Aristotle
(B) Stuart Mill
(C) Plato
(D) Adam Smith

61. Match List-I and List-II and select the correct answer from the codes given below :

	List-I (Ad-copy)		List-II (Features)
P	Convincing	1.	Elements of advertising copy
Q	Topical	2.	Characteristics of an ad-copy
R	Body Copy	3.	Feature of an ad-copy
S	White Space	4.	Type of an ad-copy

Codes :

	P	Q	R	S
(A)	4	1	3	2
(B)	2	4	1	3
(C)	2	1	3	4
(D)	3	4	1	2



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62. The term mass communication must imply at least five things i.e. large audience, form of message reproduction, undifferentiated audience composition, rapid distribution and delivery and low unit costs to customers was suggested by whom?
- (A) Sydney Head
(B) Barker
(C) Mehta
(D) Dominick
63. Participatory model is a part of :
- (A) Development communication
(B) Horizontal communication
(C) Vertical communication
(D) German expressionism
64. Match List-I and List-II and select the correct answer from the codes given below :
- | | List-I | | List-II |
|---|------------------------|----|---|
| P | Deliberate sampling | 1. | Selecting every 10th name on a list |
| Q | Simple Random sampling | 2. | Population does not contain a homogeneous group |
| R | Systematic sampling | 3. | Equal chance to all |
| S | Stratified sampling | 4. | Purposive selection of |
- Codes :
- | | | | | |
|-----|---|---|---|---|
| | P | Q | R | S |
| (A) | 2 | 4 | 3 | 1 |
| (B) | 3 | 1 | 4 | 2 |
| (C) | 4 | 3 | 1 | 2 |
| (D) | 3 | 2 | 1 | 4 |
65. Timeline in non-linear editing is for :
- (A) Taking out not good shots
(B) Managing time for deadline production
(C) Keeping control over the length of video film
(D) Sequencing video and audio tracks with effects
66. 'The rise and fall of dominant paradigm' was written by :
- (A) Paul Lazarsfeld
(B) Marshall McLuhan
(C) Everett M Rogers
(D) Denis McQuail
67. Which file format is used to exchange files between applications?
- (A) GIF (B) BMP
(C) TIFF (D) PNG
68. Gagging Act is also known as :
- (A) Censorship Act, 1799
(B) Licensing Act, 1857
(C) Vernacular Press Act, 1878
(D) Newspaper Act, 1908
69. 'First voice, last word' is a slogan of which newspaper?
- (A) Hindustan Times
(B) Times of India
(C) The Tribune
(D) Dainik Jagran
70. Doordarshan and All India Radio were separated based on the recommendation of :
- (A) Verghese working group
(B) Paswan Committee
(C) Chanda Committee
(D) Vardhan Committee



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71. The theory of brand image was propounded by :
 (A) Samuel Black
 (B) Philip Kotler
 (C) David Ogilvy
 (D) Don Milner
72. The utilisation of personal space and physical environment for communication is known as :
 (A) Kinesics
 (B) Para-language
 (C) Chronemics
 (D) Proxemics
73. Assertion (a) : Most television channels depend upon national advertising for their survival.
 Reason (r) : It is cheaper to advertise on television as it reaches specific audiences.
 (A) Both (a) and (r) 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
74. Which mobile app Bharti Airtel launched in collaboration with FICCI Ladies Organisation (FLO) to assist for women safety?
 (A) Shout (B) Help
 (C) My Circle (D) Reach
75. Name the country which unveiled the world's first nationwide 5G mobile networks?
 (A) China
 (B) US
 (C) Japan
 (D) South Korea
76. In a federal system the guardian of the Constitution is :
 (A) The Parliament
 (B) The Judiciary
 (C) The Council of Ministers
 (D) The National Security Advisor
77. Section 3 and 4 of Official Secrets Act, 1923 deal with :
 (A) Spying
 (B) Half communication
 (C) Authorization
 (D) Use of material
78. Bennet, Coleman & Co Vs. Union of India case in early 1970s deals with :
 (A) Pre-censorship
 (B) Journal price
 (C) Editorial/news perspective
 (D) Newsprint policy
79. Which of the following was the first book published in India by Portuguese?
 (A) Conclusoes eoutras coisas
 (B) Baltasar and Blimunda
 (C) La Lusidade
 (D) Felizmente ha' Luar
80. A Jump Cut is an editing technique that is employed :
 (A) While using over the shoulder shot
 (B) While using point of view shot
 (C) Within a scene
 (D) While using field reporting
81. The phenomenon central to the acceleration of western media flows towards non-western countries is :
 (A) Capital infusion
 (B) Globalization
 (C) IPR
 (D) Government subsidy



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82. TV commercial lasting more than a second is called :
 (A) Promo (B) Jingle
 (C) Spot Ad (D) Blind Ad
83. The writers for media have adopted the narrative technique of :
 (A) Convolution
 (B) Deconstruction
 (C) Story telling
 (D) Over-dramatization
84. Which among the following films made by Satyajit Ray, the story was not taken from Rabindranath Tagore?
 (A) Charulata
 (B) Ghare Baire
 (C) Postmaster
 (D) Devi
85. NOVOSTI is the news agency of :
 (A) Russia (B) USA
 (C) UK (D) UAE
86. Which one of the following is the free audio editing software?
 (A) Audacity
 (B) GIMP
 (C) Adobe Premiere
 (D) Picaso
87. In India, Time Magazine has distribution arrangement with :
 (A) The Frontline
 (B) The Week
 (C) India Today
 (D) Cosmopolitan Plus
88. "Everybody is Doing", a theme promoted through a media channel is known as :
 (A) Bandwagon
 (B) Name calling
 (C) Transfer
 (D) Card-stacking
89. The technique of propaganda is used in International communication to manipulate____.
 (A) Lifestyles
 (B) Price tag
 (C) Trade flow
 (D) Cognition
90. Gender is a/an _____level of measurement in mass communication research.
 (A) Nominal
 (B) Ordinal
 (C) Intermediate
 (D) Ratio Measure
91. Caroline Kitchener' 14 wins Pulitzer Prize 2023 for_____reporting.
 (A) Abortions
 (B) Human Trafficking
 (C) Ukrainian Conflict
 (D) Crimes leading to environmental pollutions
92. Public domain works where____has expired.
 (A) Copyright
 (B) Contract
 (C) Author
 (D) All of the above
93. Who won Oscar for Best Director at the 2024 Academy Awards?
 (A) Cillian Murphy
 (B) Emma Stone
 (C) Christopher Nolan
 (D) Lily Gladstone



94. Which of the following won Oscar Award in Best Documentary (short) Category in 2023?
- (A) Summer of Soul
 - (B) All That Breathes
 - (C) Elephant Whisperers
 - (D) Writing With Fire

Instruction : Answer the Question no. 95 to 100 from the given Comprehension :

In the Western world, Google became dominant in internet searches. Facebook, Twitter and YouTube offered platforms for direct exchanges among individuals and associations at a scale previously impossible. Political theorist Archon Fung refers to the kind of democracy that arose this way as "wide aperture, low deterrence democracy." A much wider range of ideas and policies are explored than before, with traditional leaders in politics, media or culture no longer treated with deterrence but ignored or distrusted. Not only did social media generate new possibilities for networking but also an abundance of data gathered and analyzed to predict trends or target people with messages for which data mining deems them receptive. The 2018 Cambridge Analytica Scandal-A British consulting firm obtaining personal data of millions of Facebook users without consent, to be used for political advertising — revealed the potential of data mining, especially for locations where elections tend to be won by small margins.

News are presented to appeal to certain users, which not only creates echo-chambers but spreads a plethora of deliberate falsehoods (disinformation, rather

than misinformation) to reinforce the worldviews of those users. Political scientists have long lamented the ignorance of democratic citizens and the resulting poor quality of public decision-making. Even well-informed, engaged voters choose based on social identities and partisan loyalties. Digital media reinforce these tendencies. Twitter, Facebook, YouTube and competitors seek growth and revenue. Attention-grabbing algorithms of social media platforms can sow confusion, ignorance, prejudice and chaos. AI tools then readily create artificial unintelligence. Having a public sphere where viewpoints can be articulated with authority recently became much harder through the emergence of deepfakes. Bringing photoshopping to video, deepfakes replace people in existing videos with someone else's likeness. In recent decades, video has played a distinguished role in inquiry. What was captured on film served as indisputable evidence, in ways photography no longer could after manipulation techniques became widespread. Until the arrival of deepfakes videos offered an "epistemic backstop" in contested testimony. Alongside other synthetic media and fake news, deepfakes might help create no-trust societies where people no longer bother to separate truth from falsehood, and no media help them do so.

Across the world, cyberspace has become a frequent battleground between excessively profit-seeking or outright criminal activities and overly strong state


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- reactions to them - which generate tools that also help authoritarians oppress political activities. While most mass protests in recent years, from Hong Kong to Algeria and Lebanon, were inspired by hashtags. coordinated through social networks and convened by smartphones, governments have learned how to countermand such movements. They control online spaces by blocking platforms and disrupting the internet.
- AI will profoundly transform jobs, at least because aspects of many jobs will be absorbed by AI or otherwise mechanized. These changes also create new jobs, including at the lower end, in the maintenance of the hardware and the basic tasks around data gathering and analysis. On the optimistic side of predictions about the future of work we find visions of society with traditional jobs gradually transformed, some eliminated and new jobs added - in ways creating much more leisure time for average people owing to increased societal wealth.
95. Cambridge Analytica scandal was a :
- Economic crime
 - Social exploitation of Facebook employees
 - A manipulation for political gain
 - A survey to know the political preference of users
96. By Synthetic media author means :
- Consortium of different communication technologies
 - Consortium of different social media applications
 - Misinformation spreading
 - Media created through machine learning and artificial intelligence
97. Digital media enforces what kind of voting tendencies :
- Promoting eco-chambers and partisan politics
 - Well informed voting preferences
 - Creation of chaos and disinformation
 - None of the above
98. According to author power of democracy is :
- with the one who controls the public opinion
 - with the one who controls cyberspace
 - with the one who control the AI applications
 - with the one who creates fake content
99. The ultimate goal of artificial intelligence is to :
- Fight disinformation in the society
 - Create social wealth for the society
 - Create new jobs in the society
 - Create tool of control and oppression
100. Political theorist Archon Fung statement "Wide aperture, low deference democracy" means :
- Strong and robust democracy
 - Broader and open democracy
 - Broader but antipathetic society
 - Strong but bitter society



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