QUESTION BANK

WRITING FOR THE MEDIA

VI Semester

CORE COURSE OF BA ENGLISH CUCBCSS 2014 Admission onwards

SCHOOLOF DISTANCE EDUCATION

UNIVERSITY OF CALICUT

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Writing for the Media

1. In a communication process, medium can also be called	
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2. who decodes a message in a communication	
a. Sender b. receiver c. code d. channel	
3. A code is considered as	
a. Channel b. message c. encoding d. decoding	
4. Feedback of a communication is available from	
a. source b. receiver c. message d. medium	
5. encoding is	
a. making a message b. delivery of message	
c. understanding the message d. interpreting a message	
6. encoding is done by	
a. the communicationb. channel	
c. sender d. receiver	
7. internal monologues within a person is a form of	
a. Group communication b. Interpersonal communication	
c. Intrapersonal communication d. Mass Communication	
8. Maximum emotional attachment between the sender and receiver can be achieved	
through	
a. Group communication b. interpersonal communication	
c. Intrapersonal communication d. Mass Communication	
9. The diversity of audience is characterized by	
a. Group communication b. Interpersonal communication	
c. Intrapersonal communication d. Mass Communication	
10. The delayed feedback is a feature of	
a. Group communication b. Interpersonal communication	
c. Intrapersonal communication d. Mass Communication	
11. The movable types were invented by	
a. Americans b. Indians. c. Russians. d. Chinese	
12. The origin of print media can be traced back to	
a. Indus Valley Civilization b. Harappa Civilization	
c. Roman Civilization d. American Civilization	
13. Bi Sheng belongs to	
a. Italy b. Germany c. China d. USA	
14. The Meuchle Turner users invented around	
14. The Movable Types were invented around	
a. BC 1040 b. BC 1011 c. AD 1040 d. AD 1011	
15. The movable types were initially made of	
a. Paper materials b.rubber materials	
c. Plastic materials d. Ceramic materials	
16. Invention of the mechanical movable types were invented by	
a. Guttenbergb.Plato c. Einstein d. Isaac Newton	
17. The invention of Mechanical movable types were made in	
a. 12 th century b. 15 th century c. 17 th century d. 19 th century	

 18. Steam-powered press was introduced by a. Guttenberg and Socrates c. GottlobKoeing d.GottlobKoeing and A 	b.Plato and Andreas Fi ndreas Friedrich Bauer	riedrich Bauer
19. Who popularized the Printing in England with his a. William Caxton b. Guttenberg	printing press c. GottlobKoeing	d. none of them
20. William Caxton was specifically influenced by a. Chinese printing b.Roman printing	c. Italian printing	d. German printing
21. <i>Recuyell of the Historyes of Troye</i> was printed by a. 1473 b. 1453	Caxton in c. 1423 d. 13	373
21. <i>Recuyell of the Historyes of Troye</i> is theboo a. First b. second	ok to be printed in Englis c. third	h d. none of them
22. Caxton's printing press inrevolutionized Er a. London b. Westminster		ature hington
 23. The first English language book to be printed in E a. Dictes or Sayengis of the Philosophres b. R c. Dictes or Sayengis of theTroyed.Recuyell of th 	Recuyell of the Historyes	• •
24. Who printed the first English language book in Er a. William Caxton b. Guttenberg	ngland c. Frederic Jameson c	I. None of these
25. Who is the first to translate Ovid's <i>Metamorphos</i> a. Caxton b. Chaucer	isin to English c. Shakespeare	d. Both a & b
26. The first news paper is considered to be a. Oxford Gazette b. Cambridge Gazette	c .Oxbridge Gazette	d . None of these
 27. Oxford Gazette was later known to be a. London Gazette b. Cambridge Gazette c. Oxbridge Gazette d. London Newspaper 		
28. <i>London Gazette</i> was first published in a. 1665 b. 1865	c. 1655	d .1565
29. <i>London Gazette</i> was a. daily b. Weekly	c. twice weekly	d. thrice weekly
30. The first daily newspaper in English isa. London Gazetteb.Daily Courant	c. Oxford Gazette	d.none of these
31. The publication of <i>The Daily Courant</i> started in a.a.1702b.1712	c. 1704	d. 1752
32. News stories are collected by a. Reporters b.news readers	c. editors	d. advertisers
33. Lead in a news story is		

a. The first paragraph c. the social aspect of the	enews	b. the political aspec d.Neither``a″ nor``c″	t of the news
34. By-Line of a news story consia. The name of the repoc. the place of the event of	orter	b. The time of the n d. Any of these	ews writing
35. Credit Line of a news story gia. The date of the newsc. importance of the ne		b. place of the incidd. Name of the new	
36. The conscience of a newspap a. Articles b.	per is its Middles	c. Features	d. Editorial
 An editorial presents the pol a. Public b. 	icy of government	c. the news paper it	self d. readers
38. The interviewee isa. one who Interviews ac one who arranges the interviewer of the interviewer of	-	b. one who is intervie d. one who disturbs	
39. The Press Release is also call a. News story b. Pres	ed s Conference	c. Hand outs	d. None of these
40. Who does not belong to any a. reporter	journalistic organiza b. correspondent	tional structure c. freelancer	d. editor
41. A caption should be a. explanatory b.	precise	c. attractive	d. both `b' & `c'
42. Who invented radio? a. Isaac Newton	b. Charles Babbage	c. Einstein	d. Marconi
43. Golden period of radio is a. 1920s – 1950s	b. 1880s- 1900s	c. 1900s- 1920s d	. 1960s-1980s
44. The first radio signals were so a. 1885	ent by Marconi throu b. 1895	ugh the air in c. 1875	d. 1890
45. Marconi's radio device sent r a. 1911	radio signals from En b. 1913	gland to Canada in c.1901	d.1907
46. ISBS is renamed as AIR in a. 1947	b.1937	c.1936	d.1946
47. The first radio programme ina. Radio Club of Bombayc. Radio Club of Culcutta	India was broadcast	-	of Bangalore b of Delhi
48. The first radio programmein a. 1923 b. 1925	India was broadcaste c. 1921	ed in d. 1927	

49. AIR started to b	e known as Aka	shvani since		
a.1954	b. 1955	c. 1956	d.1957	
50. AkashavaniBhavan is located in				
a. Mumbai	b. Calcutta	c. Chennai	d. New Delhi	
. 51. PrasarBharati	is founded in			
a. 1935	b. 1955 c	. 1930 d. 19	50	
52. The national s	ervice of AIR sta	arted in		
a. 1958	b. 1968	c. 1978	d. 1988	
53. The foreign se	53. The foreign service of AIR started in			
a. 1947	b. 1937	c. 1949	d. 1939	
54. The foreign se	ervice of AIR wa	s started by		
a. United Nati	ons b. Go	overnment of In	dia c. British Gove	ernment d. None of these
55. The foreign se	55. The foreign service of AIR was started to resist the propaganda of			
a. Britain	b. USA	c. China	d. Germany	
56. The foreign s	ervice of AIR wa	as started to res	ist the propaganda (directed against
a. Nepal	b.	Pakistan	c. China	d. Afghanistan
57. The foreign s	ervice of AIR wa	as started in the	language of	
a. Chinese	b. Hindi c. Enç	llish d.Pu	shtu	
58. The External Service Division of AIR broadcasts in total of languages				
a. 45	b. 27 c.	15 d.10		
59. AIR broadcas a. 15	ts infore b. 12	eign languages c. 13	d.	14
60. AIR broadcasts inIndian languages				
a. 17 b. 15	c. 12	d.	13	
61. The word <i>television</i> was first coined by				
a.Constantin Perskyl b. William Anderson c. Richardson d. George Hime				

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62. The word <i>television</i> was first coined in			
a.1901 b. 1902 c. 1900 d. 1910			
63. The first transatlantic television signal was broadcast between London and			
a. New York b. Washington c. New Delhi d. Tokyo			
64. The first colour television broadcast happened in			
a.1928 b. 1938 c. 1948 d. 1958			
65. Who is credited with the first colour television broadcast?			
a. JohnLogie Baird b. Constantin Perskyl			
c. Charles Babbage d. None of them			
66. The first automatic digital computer is			
a. Z1 b. Z2 c. Z3 d.Z4			
67. The experiment conducted by in 1960's marks the advent of the internet			
a. APRA b. ARPA c. AFRA d. ARFA			
68. Z3 was developed by			
a. Konrad Zuse b. Charles Babbage C. Marconi d. None of these			
69. The credit of invention of WWW goes to a.Tin Bearers & Lee.b. Charles Babbage c. Richardson d. None of these 70. E-magazines are also termed as, or or hyper zines.			
a.E-zines b. Webzines c.Cyber zines d. All of these			
71. The first printed advertisement in English was developed by			
a. William Caxton b. William Higgison c. Alan Martin d. George Herbert			
72. The first printed advertisement in English was developed in			
a. 1470 b. 1471 c. 1472 d. 1473			
73. The advertising agency run by the government of India			
a.DAVP b. PAVD c. AVDP d. APVD			

Answers

1.a	42.d
2.b	43.a
3.b	44.b
4.b	45.c
5.a	46.c
6.c	47.a
7.c	48.a
8.b	49.c
9.d	50.d
10.d	51.c
11.d	52.d
12.c	53.d
13.c	54.c
14.c	55.d
15.d	56.d
16.a	57.d
17.b	58.b
18.d	59.a
19.a	60.c
20.d	61.a
21.a	62.c
22.b	63.a
23.a	64.b
24.a	65.b
25.a	66.c
26.a	67.b
27.a	68.a
28.a	69.a
29.c	70.d
30.b	71.a
31.a	72.c
32.a	73.a
33.a	
34.a	
35.d	
36.d	
37.c	
38.b	
39.c	
40.c	
41.d	

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