



## UNIVERSITY GRANTS COMMISSION

### NET BUREAU

### SYLLABUS

**Subject: GENERAL PAPER ON TEACHING & RESEARCH APTITUDE**

**Code No. : 00**

### PAPER-I

The main objective is to assess the teaching and research capabilities of the candidates. The test aims at assessing the teaching and research aptitude as well. Candidates are expected to possess and exhibit cognitive abilities, which include comprehension, analysis, evaluation, understanding the structure of arguments, deductive and inductive reasoning. The candidates are also expected to have a general awareness about teaching and learning processes in higher education system. Further, they should be aware of interaction between people, environment, natural resources and their impact on the quality of life.

The details of syllabi are as follows:

#### **Unit-I      Teaching Aptitude**

- Teaching: Concept, Objectives, Levels of teaching (Memory, Understanding and Reflective), Characteristics and basic requirements.
- Learner's characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences.
- Factors affecting teaching related to: Teacher, Learner, Support material, Instructional facilities, Learning environment and Institution.
- Methods of teaching in Institutions of higher learning: Teacher centred vs. Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOCs etc.).

- Teaching Support System: Traditional, Modern and ICT based.
- Evaluation Systems: Elements and Types of evaluation, Evaluation in Choice Based Credit System in Higher education, Computer based testing, Innovations in evaluation systems.

## **Unit-II      Research Aptitude**

- Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research.
- Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods.
- Steps of Research.
- Thesis and Article writing: Format and styles of referencing.
- Application of ICT in research.
- Research ethics.

## **Unit-III      Comprehension**

- A passage of text be given. Questions be asked from the passage to be answered.

## **Unit-IV      Communication**

- Communication: Meaning, types and characteristics of communication.
- Effective communication: Verbal and Non-verbal, Inter-Cultural and group communications, Classroom communication.
- Barriers to effective communication.
- Mass-Media and Society.

## **Unit-V      Mathematical Reasoning and Aptitude**

- Types of reasoning.
- Number series, Letter series, Codes and Relationships.
- Mathematical Aptitude (Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages etc.).

## **Unit-VI Logical Reasoning**

- Understanding the structure of arguments: argument forms, structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations and denotations of terms, Classical square of opposition.
- Evaluating and distinguishing deductive and inductive reasoning.
- Analogies.
- Venn diagram: Simple and multiple use for establishing validity of arguments.
- Indian Logic: Means of knowledge.
- Pramanas: Pratyaksha (Perception), Anumana (Inference), Upamana (Comparison), Shabda (Verbal testimony), Arthapatti (Implication) and Anupalabddhi (Non-apprehension).
- Structure and kinds of Anumana (inference), Vyapti (invariable relation), Hetvabhasas (fallacies of inference).

## **Unit-VII Data Interpretation**

- Sources, acquisition and classification of Data.
- Quantitative and Qualitative Data.
- Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and mapping of Data.
- Data Interpretation.
- Data and Governance.

## **Unit-VIII Information and Communication Technology (ICT)**

- ICT: General abbreviations and terminology.
- Basics of Internet, Intranet, E-mail, Audio and Video-conferencing.
- Digital initiatives in higher education.
- ICT and Governance.

## **Unit-IX      People, Development and Environment**

- Development and environment: Millennium development and Sustainable development goals.
- Human and environment interaction: Anthropogenic activities and their impacts on environment.
- Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions.
- Impacts of pollutants on human health.
- Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear and Forests.
- Natural hazards and disasters: Mitigation strategies.
- Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts -Montreal Protocol, Rio Summit, Convention on Biodiversity, Kyoto Protocol, Paris Agreement, International Solar Alliance.

## **Unit-X      Higher Education System**

- Institutions of higher learning and education in ancient India.
- Evolution of higher learning and research in Post Independence India.
- Oriental, Conventional and Non-conventional learning programmes in India.
- Professional, Technical and Skill Based education.
- Value education and environmental education.
- Policies, Governance, and Administration.

**NOTE:**

- (i) Five questions each carrying 2 marks are to be set from each Module.
- (ii) Whenever graphical/pictorial question(s) are set for sighted candidates, a passage followed by equal number of questions and weightage be set for visually impaired candidates.

# **SYLLABUS**

## **Sub Unit – 1: Communication: Meaning, Types and Characteristics**

<b>SL. NO</b>	<b>TOPICS</b>
<b>1</b>	<b>1. Concept of Communication</b>
<b>2</b>	<b>2. Etymology</b>
<b>3</b>	<b>3. Definition</b>
<b>4</b>	<b>4. Nature and Characteristics of Communication</b>
<b>5</b>	<b>4.1 Sharing of Expression</b>
<b>6</b>	<b>4.2 Process of Socialization</b>
<b>7</b>	<b>4.3 Individualistic Approach</b>
<b>8</b>	<b>4.4 Common Language</b>
<b>9</b>	<b>4.5 Conveying Substantial Message</b>
<b>10</b>	<b>4.6 Continuous Process</b>
<b>11</b>	<b>5. Objective of Communication</b>
<b>12</b>	<b>5.1. Inform</b>
<b>13</b>	<b>5.2. Importing Knowledge</b>
<b>14</b>	<b>5.3. Training</b>
<b>15</b>	<b>5.4. Motivation</b>
<b>16</b>	<b>5.5. Integration</b>
<b>17</b>	<b>5.6. Relate and Connect</b>
<b>18</b>	<b>5.7. Public Consensus</b>
<b>19</b>	<b>5.8. Socialization</b>
<b>20</b>	<b>6. Evolution of Communication</b>
<b>21</b>	<b>6.1. Primitive Phase</b>
<b>22</b>	<b>6.2. Verbal Phase</b>
<b>23</b>	<b>6.3. Petroglyphs</b>
<b>24</b>	<b>6.4. Pictograms / Pictograph</b>
<b>25</b>	<b>6.5. Ideograms</b>
<b>26</b>	<b>6.6. Scripts</b>
<b>27</b>	<b>6.7. Alphabet</b>
<b>28</b>	<b>6.8. Chronology of writing Technology</b>
<b>29</b>	<b>6.9. Development of Technology</b>
<b>30</b>	<b>6.10. Development of Tele Communication</b>
<b>31</b>	<b>6.10.a. Pre-electric</b>
<b>32</b>	<b>6.10.b. Telegraph</b>
<b>33</b>	<b>6.10.c. Landline Telephone</b>
<b>34</b>	<b>7. Radio and Television</b>
<b>35</b>	<b>8. Mobile Telephone</b>
<b>36</b>	<b>9. Computer and Internet</b>
<b>37</b>	<b>10. Satellite Communication</b>

38	11. Motion Picture Communication
39	12. Effective Communication
40	13. Stage of Communication Process
41	13.1. Sender
42	13.2. Formulation of Message
43	13.3. Encoding
44	13.4. Channel
45	13.5. Receiver
46	13.6. Decoding
47	13.7. Feedback

## Sub Unit – 2: Types of Communication

SL. NO	TOPICS
48	14. Types of Communication
49	15. Classification Based on Directional Flow
50	15.1. Downward Communication
51	15.2. Upward Communication
52	15.3. Horizontal Communication
53	16. Classification Based on Numbers of Participants
54	16.1. Intrapersonal Communication
55	16.2. Interpersonal Communication
56	16.3. Intra Group Communication
57	16.4. Inter Group Communication
58	16.5. Public Communication
59	16.6. Mass Communication
60	16.7. Organizational Communication
61	16.8. Transpersonal communication
62	17. Classification according to Organization Structure
63	17.1. Formal Communication
64	17.2. Informal Communication
65	18. On the Basis of Way of Expression
66	18.1. Oral Communication
67	18.2. Written Communication
68	18.3. Major Components of Written Communication
69	18.4. Visual Communication
70	18.4.1. Models
71	18.4.2. Graphs
72	18.4.3. Maps
73	18.4.4. Photographs
74	18.5. Audio Visual Communication
75	18.5.1. Multimedia Power Point Presentation

76	18.5.2. Film Strips
77	18.6. Classification based on Communication Channel
78	18.6.1. Verbal Communication
79	18.6.2. Non-Verbal Communication
80	18.6.2.1. Classification of Non-Verbal Communication
81	18.7. Classification on the Basis of Environment
82	18.7.1. External Communication
83	18.7.2. Internal Communication
84	18.8. On The Basis Of Objective
85	18.8.1. Mass Communication
86	18.8.2. Social Communication
87	18.8.3. Political Communication
88	18.8.4. Educational Communication
89	18.8.5. News and Views
90	18.9. Inter-Cultural and Group Communications
91	18.9.1. Inter-Cultural Communication
92	18.9.2. Group Communication
93	19. Class Room Communication
94	20. Different Strategies to be followed for Effective Classroom Communication
95	20.1. Verbal Techniques
96	20.2. Non Verbal Techniques
97	20.3. Media
98	20.4. Motivation in the Classroom
99	20.5. Use of Question
100	20.6. Feedback

### **Sub Unit – 3: Barriers to Effective Communication**

SL. NO	TOPICS
101	21. Organizational Barriers
102	22. Physical Barriers
103	23. Psychological Barriers
104	23.1. Self-Centeredness
105	23.2. Filtering
106	23.3. Level of Experience
107	23.4. Egocentrism
108	24. Personal Barriers
109	24.1. Perceptual Barriers
110	24.2. Emotional Barriers
111	24.3. Semantic Barriers
112	25. Linguistic and Cultural Barriers
113	26. Technical Barriers

## **Sub Unit – 4: Mass Communication and Society**

<b>SL. NO</b>	<b>TOPICS</b>
<b>114</b>	<b>27. Mass Media</b>
<b>115</b>	<b>28. Roll of Mass Media in the Society</b>
<b>116</b>	<b>29. Evolution of Mass Media</b>
<b>117</b>	<b>29.1. News Paper</b>
<b>118</b>	<b>29.2. Radio</b>
<b>119</b>	<b>29.3. Television</b>
<b>120</b>	<b>29.3.1. Terminology Associated with Television</b>
<b>121</b>	<b>29.3.1.a. Media Synchronization</b>
<b>122</b>	<b>29.3.1.b. Time Shifting</b>
<b>123</b>	<b>29.4. Cinema</b>
<b>124</b>	<b>30. General Knowledge Related to Communication</b>



## **Section – 1: At a Glance**

### **Sub Unit – 1: Communication: Meaning, Types and Characteristics**

**CONCEPT OF COMMUNICATION:** This is the process by which we can share our ideas, expressions and data to the receiver. Communication is supreme gift of God to the human being by which a man can share his opinion and ideas to the people. Modern world is the world of communication.

**ETYMOLOGY:** This article speaks of the origin of the word communication.

**DEFINITION:** The word communication is defined by different critics in different times. There is lots of controversy regarding its actual definition.

**NATURE AND CHARACTERISTICS OF COMMUNICATION:** Communication is sharing idea and expression. Communication involves process of socialization and conveying substantial message.

**OBJECTIVE:** Aims of communication is to inform, imparting knowledge, providing training to people. Communication helps to relate and connect ideas and building public consensus.

**EVOLUTION OF COMMUNICATION:** This article speaks of chronological development of communication from primitive stage to modern advance stage. Systemic development of different models of communication is categorically analysed here.

**EFFECTIVE COMMUNICATION:** Effective communication involves different stages and several procedures. Communication will be successful in active participation of sender and receiver. Effective use of communication channel, proper encoding and decoding is also essential for proper communication.

### **Sub Unit – 2: Types of Communication**

**BASED ON DIRECTIONAL FLOW:** According to the directional flow, communication can be classified into downward, upward and horizontal communication. This article speaks of direction of communication and its utility.

**BASED ON ORGANIZATIONAL STRUCTURE:** This topic makes an analysis of formal and informal communication. Formal communication starts with official channel where informal communication does not involve in it.

**VERBAL COMMUNICATION:** This process involves sharing ideas and data through words. This is the easiest way of communication. Verbal communication demands lots of communication skills like reading, speaking and listening etc.

**NON-VERBAL COMMUNICATION:** It is just opposite of verbal communication. Body language and gesture and sometimes silence also involve in it.

**INTERPERSONAL COMMUNICATION:** When communication took place between two or more person, then it is called interpersonal communication.

**INTRA PERSONAL COMMUNICATION:** This is called communication with in oneself. This helps to formulate personal works and personal propaganda.

**MASS COMMUNICATION:** Mass communication is the process of sharing ideas and information to the huge number of the people. Different modes of mass communication are elaborately discussed over the article.

**EFFECTIVE CLASSROOM COMMUNICATION:** Communication is an interactive process. Classroom communication is a challenging job to the educational instructor. This article speaks clearly how to make effective classroom communication for attaining educational goal.

### **Sub Unit – 3: Barriers of Effective Communication**

Apparently, communication is simple process. But it has lots of barriers like organizational barriers, psychological barriers, personal barriers and linguistic barriers and technical barriers which hamper effective communication.

### **Sub Unit – 4: Mass Communication and Society**

Mass Communication: This article speaks of different mass media and their impact on the society. Evolution of Newspaper, Television, Film and Social media is categorically mentioned over here. News media is called the fourth pillar of democracy. Besides that mass media related current affairs is also elaborately discussed.

## **Section – 2: Key Statements**

Every candidates appearing for NET/SET examination should follow these key (main) points those can help them a better understanding regarding this unit very quickly.

### **Key Statements:**

Concept of Communication (1), Etymology (2), Nature and characteristics of communication (4), Objective of Communication (5), Evolution of Communication (6), Development of Telecommunication (6.10), Radio and Television (7), Mobile Telephone (8), Computer and Internet (9), Satellite Communication (10), Motion Picture Communication (11), Effective Communication (12), Stages of Effective Communication (13), Downward Communication (15.1), Upward Communication (15.2), Horizontal communication (15.3), Intrapersonal Communication (16.1), Interpersonal Communication (16.2), Intragroup Communication (16.3), Intergroup Communication (16.4), Mass Communication (16.6), Formal Communication (17.1), Informal Communication (17.2), Oral Communication (18.1), Written Communication (18.2), Visual Communication (18.4), Audio-Visual Communication (18.5), Verbal Communication (18.6.1), Non-Verbal Communication (18.6.2), Classification of Non-Verbal Communication (18.6.2.1), Mass Communication (18.8.1), Classroom Communication (20), Strategies for Effective Classroom Communication (20), Organizational Barriers (21), Physical Barriers (22), Psychological Barriers (23), Personal Barriers (24), Technical Barriers (26), Linguistic and Cultural Barriers (25), Mass Media (27), Roll of Mass Media In Society (28), Newspaper (29.1), Radio (29.2), Television (29.3), Cinema (29.4), General Knowledge Related to Communication (30)

**[N.B. – Numbers in parenthesis are the reference number]**

## **Section – 3: Key Facts and Figures**

### **Sub Unit – 1** **Communication Meaning, Types and Characteristics**

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#### **1. Concept of Communication**

Communication is the most innate nature of human being. Human being has a compulsive urge to communicate with each other for sharing their ideas and opinion about different matters. So, also in the teaching and learning process, it has enough importance. No meaningful understanding of any topic is possible without the proper communication. For communication, human being has developed different types of method. So, most powerful mode of communication, developed by us is language. Besides that our body language, gesture and certain hints also provide suitable way of communication. So, in this way, communication is supreme gift to human civilization, especially for the learners. Communication is also very dynamic and ongoing process in the world of human being as well as in animal world.

#### **2. Etymology**

The word "communication" has derived its origination from Latin word "Communis" and the Latin verb "communicare" which implies, "to share to make common or to impact something." So communication is the most dynamic, vibrant and social process by which we can share our ideas, expressions, opinions and so on.

#### **3. Definition**

Though, generally we perceive that communication is the process through which we can share our ideas, beliefs, expressions and opinions but different thinkers have different opinion regarding the actual definition of communication. Though there is lots of controversy regarding its actual definition, yet we try to take a glance upon some definitions for clear understanding.

- (i) **Oxford Dictionary:** “The transfer or conveying of meaning”.
- (ii) According to **Kelth Davis**, the definition of communication as follows: “Communication is the process of passing information and understanding from one person to another person”.
- (iii) According to **Luther**, “It is the transmission of commonly meaningful information. It is the process that involves the exchange of behaviours”.
- (iv) **Peter little** said, “Communication is the process by which information is transmitted between individuals or organization so that an understanding response results”.
- (v) According to **Colin Cherry**, Communication is the “Transmission of stimuli”.

## **4. Nature and Characteristics of Communication**

The nature and characteristics of communication can be illustrated with following key points:

### **4.1. Sharing of Expression:**

Communication denotes sharing of ideas, expression and belief to another person or things for conveying proper messages.

### **4.2. Process of Socialization:**

Communication helps the sender to express his view-points to make himself sociable. This is a process of socialization for the common folk.

### **4.3. Individualistic Approach:**

Communication sometimes involves intra-personal sharing of ideas. That is why communication is an individualistic approach.

### **4.4. Common Language:**

Communication helps in better understanding between sender and receiver. In this way help to promote common language.

### **4.5. Conveying Substantial Message:**

The process of communication involves sharing of substantial message to the receiver so as to raise interest in the subjects. A good message provides lots in information to the receiver or audience.

#### **4.6. Continuous Process:**

Communication is the dynamic process with the interaction towards desired goals. Exchanging ideas and opinion in communication is a continuous process. But this is not always circular process.

### **5. Objective of Communication**

#### **5.1. Inform:**

The first and foremost objective of communication is to inform. In today's world information is power. So communication brings power through proper information. The direction of information covers wide range of areas, both internal and external. One way transfer of information can hamper effective communication.

#### **5.2. Importing Knowledge:**

Communication is best possible way of imparting diversified knowledge. Knowledge helps to develop skills of organization. For example, news telecasted on TV provides us different kinds of knowledge.

#### **5.3. Training:**

Communication helps both the sender and the receiver to train themselves in acquiring specific skills. It also helps them to acquire various behavioural pattern, social and political norms.

#### **5.4. Motivation:**

Communication motivates people to take some action in their own interest. Communication provides the means to keep the motivation level high. Talk, classroom communication, lecture, speech, workshops, are among the means used to motivate people.

#### **5.5. Integration:**

Communication helps the people to be united by sharing common ideas. In this way effective communication is must needed for proper integration and achievement of common goal.

### **5.6. Relate and Connect:**

Good relationship and proper connection is only possible through effective communication. This relationship can be both internal and external. For example, for making the classroom communication more effective and faithful, we need to properly relate and connect the ideas shared through communication.

### **5.7. Public Consensus:**

Communication helps in the development of public consensus. Through the communication various phenomena or events reach to the people. For example, the communication offered by newspaper, sometimes leads to public consensus on certain issues.

### **5.8. Socialization:**

Proper communication leads to a socialization process. By sharing common ideas, belief and knowledge we try to go through the educational process. Education imparts socialization process. For example, books are used to study and enhance knowledge levels.

## **6. Evolution of Communication**

### **6.1. Primitive Phase:**

In the ancient era, human beings were devoid of language for communication. But this does not imply that those people could not communicate with each other. By using different types of sound like howling storm, roaring of lions, they communicate with each other and following natural phenomena. Similarly, expression of joy or fear and stress were another medium of communication. By this non-verbal method, people of ancient era tried to communicate with each other. But as the civilization advances, we gradually move to the verbal communication.

### **6.2. Verbal Phase:**

After crossing the primitive stage, man began to communicate with different expression like 'oh'; 'ouch' etc. They started to share their joy, fear, anxiety and pleasure through the different types of expression. After that they gradually developed the language. At present in India, more than 15000 languages are spoken by people. In India, there is almost 121 languages in which more than 10000 people communicate with each other.

### **6.3. Petroglyphs:**

The next advancement in the history of communications came with the production of petroglyphs, carving into the rock surface. It took almost 20000 years for homo sapiens to move from the first cave painting to the first petroglyphs, which are dated to approximately the Neolithic and late upper Palaeolithic boundary, about 10000 to 12000 years ago. It is possible that Homo sapiens of that time used some other form of communication for various purposes- specially arranged stones, symbols of carved in wood, tattoos mainly in Africa.

### **6.4. Pictograms/ Pictograph:**

These are the symbol, representing a concept, object, activity or event by illustration. Pictography is a form of proto- writing where ideas are expressed through drawing. Pictograms were used by various ancient cultures all over the world since 9000 BC. This form of communication became popular around 6000-5000 BC.

### **6.5. Ideograms:**

Ideograms are the symbols that represent an idea. Their ancestors, the pictograms could represent only something resembling their form, therefore in a pictograms a 'circle' represents 'sun' but not the heat. But ideograms convey the concept of 'heat', 'light' etc. Ideograms were the precursor of logographic writing system.

### **6.6. Scripts:**

The invention of the first writing system was contemporary with the beginning of the Bronze age in the late Neolithic era of the late 4000 BC. The first writing system is generally believed to have been invented in prehistoric Sumer. Egyptian hieroglyphs and Indus valley script have some similarities in there writing pattern. Finally, this type of writing system was developed into Mesopotamian language. The Chinese script may have originated independently from the Middle Eastern scripts around the 16<sup>th</sup> century BC.

### **6.7. Alphabet:**

The first pure alphabets emerged around 2000 BC in Ancient Egypt. But those alphabets are still unreadable to people.



## **6.8. Chronology of writing Technology:**

- (i) 30000 BC-In Europe, People work on ivory, bone, stone patterns to keep track of time, using a lunar calendar.
- (ii) Prior to 3500 BC-Communication was made through painting of different tribes.
- (iii) 3500 BC- The Sumerians developed cuneiform writing and the Egyptian developed.
- (iv) 16<sup>th</sup> century BC-The alphabet was developed.
- (v) 105-Tsai Lun invented paper in China.
- (vi) 7<sup>th</sup> century AD-Hindu Malayan empires wrote legal documents on a copper plate.
- (vii) 1250AD- The quill is used for writing.

## **6.9. Development of Technology:**

- (i) 1305 AD- The Chinese people developed wooden block movable type printing.
- (ii) 1450- Johannes Gutenberg of Germany invented printing press with metal movable type system.
- (iii) 1958-Chester Carlson represented the first photocopier suitable for office use.

## **6.10. Development of Tele-Communication:**

### **6.10.a. Pre-Electric:**

- (i) 26-27 AD – Roman Empire Tiberius ruled from island of Capri by signalling messages with metal mirror to reflect the Sun.
- (ii) 1520 AD- Magellan of Portugal signalled in his voyage by firing cannon and raising flags.

### **6.10.b. Telegraph:**

- (i) 1831 AD- Joseph Henry was proposed to build an electric Telegraph.
- (ii) 1851 AD-First Telegraph line was opened between Kolkata and Diamond Harbour.
- (iii) 1854 AD-Second Telegraph line was drawn between Kolkata and Agra.

### **6.10.c. Landline Telephone:**

1876-Alexander Graham Bell and Thomas Watson developed electric telephone in Boston.

## **7. Radio and Television**

- (i) 1920-Radio Station KDKA based on Pittsburgh, began its first broadcast.
- (ii) The private Indian Broadcasting Company Came into existence in July 1927 when it started Radio broadcasting from Mumbai and Kolkata.
- (iii) 1936-All India Radio was established. Before 1936 it was known as Indian State Broadcasting Service.
- (iv) 1959-Doordarshan began its journey from Delhi.
- (v) 1997-Prasar Bharati started its journey.
- (vi) 2006-DTH was launched in India.

## **8. Mobile telephone**

Telephonic communication is mainly started to impart information and data.

- (i) 1947-Douglas. H. Ring and W. Rae. Young of Bell Labs Propose a Cell based approach which led to cellular phone.
- (ii) 1995, 31 July-India's baby step to its mobile revolution was taken on this day when West Bengal's CM Jyoti Basu made first mobile call to Sukh Ram, union communication Minister, through India's first mobile operator named Modi Telstr.

## **9. Computer and Internet**

- (i) 1949-Claude Elwood Shannon, "the father of information theory" mathematically proved the Nyquist-Shannon sampling theorem.
- (ii) Initial use of Internet communication was made in the field of military communication.
- (iii) 1965-First email was sent.
- (iv) 1998-Google is launched by Larry Page and Sergey Brin
- (v) 2004-Facebook was launched and becoming the largest social networking site. The owner of Facebook is Mark Zuckerberg.
- (vi) 2005- YouTube is launched by Steven Chen, Jawed Karim and Chad Hurley.
- (vii) 2006 - Twitter is launched by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams
- (viii) 2009 - WhatsApp is launched by Jan Koum and Brian Acton.
- (ix) 2010-Instagram is launched by Kevin Systrom and Mike Krieger.
- (x) 2000-Wikipedia is launched by Jimmy Wales and Larry Sanger.

## 10. Satellite Communication

- (i) India started its first Communication through satellite by **Arianne Passenger Payload Experiment (APPLE)**. It was launched from Kourou, French Guiana on June 19, 1981.
- (ii) SITE stands for Satellite Instructional Television Experiment.
- (iii) **GSAT-15** is the India's latest Communication Satellite.

## 11. Motion Picture Communication

- (i) **Roundhay Garden Scene** is an 1888 Short silent film recorded by Louis Le Prince, is believed to be the oldest Surviving film in the world.
- (ii) **Raja Harishchandra** was the first movie in India directed by Dade Saheb Falke in 1913. It was a silent film.
- (iii) The first India sound film was **Alam Ara (1937)**.
- (iv) **Kisan Kanya (1937)** was the first Indian Colour Hindi movie.

## 12. Effective Communication

Effective communication is the process of sending messages or information accurately by minimizing the data loss. It implies transfer of full meaning of information and also proper comprehension of data. When any message is sent from any organization and if it reaches to the receivers without any loss, then it is called effective communication. It needs multi-cultural environment. Effective communication is very much important in an organization and also in a classroom. In the classroom, effective communication is very essential for transferring of knowledge to the pupil. For providing better understanding of any topic, the instructor should make the process of instruction very effective. So, Effective communication is an integral part of teaching-learning process. For attaining proper instructional goal, teachers often use edutainment (Education + Entertainment) in effective way.

## 13. Stage of Communication Process

Communication is a complex process involving transferring of information and data from sender to the receiver. This is also applicable in teaching- learning process where the teacher is sender and the students are receivers. The sender initiates this process by transmitting information to the receiver (the pupil). And proper comprehension of topic discussed over the classroom, leads to effective communication. This process involves different stages.

### **13.1. Sender:**

Communication always starts with sender. It is the desire, intention and goals of the sender is shared through the process of communication. So sender is one of the important components of communication. Sender or communicator is needed to have some anticipatory experience for successful communication. In classroom communication teacher is the sender.

### **13.2. Formulation of Message:**

The next important stage of communication is the formulation of message. All communication starts with an idea of message that is to be transmitted. The content of the message may be data, information, opinion etc.

### **13.3. Encoding:**

The next important stage of effective communication is encoding. It means converting an idea into a formal message or sign. Message beneath the message is inter text. The communicator or sender transformed his idea into message. For effective encoding feed-forward studies is important. It makes the message or data easily understandable to the receiver.

### **13.4. Channel:**

The channel is the medium through which encoded message has been sent to the receiver. In the classroom communication, speech, writing, reading, lecture and story-telling are the process through which message has been sent. For example, a teacher may use lecture method to convey the meaning of any topic.

### **13.5. Receiver:**

In the communication process, receiver is as much important as the sender. In the classroom communication, students are the receivers.

### **13.6. Decoding:**

Decoding is the process by which message has been converted into meaningful information. Actually this process looks for the actual meaning of the encoded message sent by the communicator. Sometimes, receiver personal experience and his previous knowledge can hamper the process of decoding. Effective communication is only possible when effective

decoding happens. In the circular communication decoder becomes encoder when there is effective feedback.

### **13.7. Feedback:**

Feedback is the reaction or response of the acknowledgement of receiver to the sender. Any message when properly conveyed to receiver, it always demands suitable feedback. In the classroom communication teacher always asks question to the pupil for receiving feedback whether effective communication is happening or not.

The scientific study of feedback of human, animals and machine is called cybernetics.

## **Sub Unit – 2**

### **Types of Communication**

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#### **14. Types of Communication**

According to communication channel and their way of expression, communication can be classified in various segments. Besides that different mode of communication channels also lead to the segregation of communication in different types. Let us discuss one by one.

#### **15. Classification Based on Directional Flow**

According to the directional flow communication can be classified into three categories:

- (i) Downward Communication
- (ii) Upward Communication
- (iii) Horizontal or Diagonal Communication

##### **15.1. Downward Communication:**

In this type of communication, message has been sent flow in supreme authority to his subordinate. This type of communication is very effective in any corporate house.

##### **Merits:**

- i) Helpful in providing sufficient messages.
- ii) Helpful in explaining policy and its proper implementation.
- iii) Useful in proper assessment of works.

##### **Demerits:**

- i) Multiple uses of channels increase the risk of data or information loss.
- ii) Heavy channels for miscommunication.

##### **15.2. Upward Communication:**

In this type of communication message has been sent from downward level or from subordinate standard to the upper or higher authority. This is just opposite of upward communication.

**Merits:**

- i) Provide suitable channel for suggestion.
- ii) Helpful in providing useful feedback.
- iii) Release pent up emotion of sub ordinate staff.

**Demerits:**

- i) Fear of biasness in the message.
- ii) Sometimes communicator is reluctant to send message.
- iii) Huge chances of data or information loss.

**15.3. Horizontal Communication:**

Horizontal communication is the transmission of information between people, division and department within the same levels of organization hierarchy. You can distinguish it from upward and downward communication between different levels of organizational hierarchy. It is also called Diagonal Communication.

**16. Classification Based on Numbers of Participants:**

Based on the number of participant, communication can be classified into different type.

**16.1. Intrapersonal Communication:**

This is the communication which can be called communication within the individual. This type of communication begins with self and also ends with self.

It includes individual reflection, meditation, contemplation and even praying to god. We conceptualize and formulate our thoughts or ideas before we actually indulge in overt communication.

**16.2. Interpersonal Communication:**

Interpersonal communication is the process by which people exchange information, feeling and meaning through verbal and non-verbal message. It is face to face communication. This is also called Didactic communication. For this communication to occur, there must be at least two people involved. It is easy to think about communication involving a sender and a receiver of a message. In fact this communications is almost complex, two way process with the people

sending and receiving message to and from each other simultaneously. For example - WhatsApp, Facebook, Orkut and another social media help in interpersonal communication.

### **16.3. Intra Group Communication:**

Intra group communication is a complex communication. In this process communication, message or information is conveyed or circulated among the members of group. It is an interactive process.

For example, Group Discussion within a farm or company is intra group communication.

### **16.4. Inter Group Communication:**

Inter group communication is the process in which communication is done among two group. This is very useful in transmission of message two groups. For example, panel discussion among two or multiple groups or farm and company.

### **16.5. Public Communication:**

This is the communication in which message or data is transmitted to the people. This type of communication is mainly used in the conference. This communication trends to occur within more formal structure.

### **16.6. Mass Communication:**

When a person or firm communicates with a very large group people or society without meeting then in a conference hall or meeting room. In mass communication, selective perception is dependent on the receiver's pre-disposition.

### **16.7. Organizational Communication:**

This type of communication simply prefers to communication that takes place in business environment. In the organizational communication, all types of the communication included.

### **16.8. Transpersonal communication:**

When communication took place between human being and spirit, then it is called transpersonal communication.



## **17. Classification according to Organization Structure**

On the basis of organizational structure, communication can be classified into following types.

### **17.1. Formal Communication:**

Formal communication refers to the communication taking place in official channel in an organizational way. In formal communication, certain rules, regulation, conventions are follows communicating message. It is mainly followed in an organization structure. It can be upward and downward across hierarchy or authority lines.

For example - a teacher in a school has to communicate with head master through his department.

### **17.2. Informal Communication:**

- (i) In this type of communication, information, messages, data are not flow in a particular direction as we have seen in formal communication.
- (ii) It is also called 'Grapevine'.
- (iii) Informal communication co-exists with the formal communication channel.
- (iv) It is mainly interpersonal, mainly face to face with body gesture etc.
- (v) The information is not also passed through official channel. This type of communication is mainly based on friendship, shared personal or career interests.

**Example:** When the co-employees meet outside their formal work environment to share ideas, opinion and important information.

## **18. On the Basis of way of Expression**

On the basis of way of expression, communication can be segregated into different categories. They are written communication, visual communication, audio-visual communication etc. Let us discuss about it one by one.

### **18.1. Oral Communication:**

- (i) This is a type of communication in which sharing of ideas, opinion, information and data are done through mouth.
- (ii) It involves individual conversing with each other, be it direct conventional or telephonic or discussion.
- (iii) Internet or mobile, telephone or video calling is also used in this type of communication.

Sometimes it is termed as interactive communication.

### **Merits:**

- (i) This process involves high level of understanding and transparency.
- (ii) This process also includes flexibility for allowing exchange of ideas and data.
- (iii) Oral communication is called best solution for problem resolution.
- (iv) This type of communication promotes receptive attitude among the learner in an educational institutes.

### **Demerits:**

- (i) This is less authentic than written communication.
- (ii) Heavy chances for misunderstanding and also providing misinformation which can destroy proper communication.

## **18.2. Written Communication:**

- (i) This type of communication is more important today because it is essential for promotional material
- (ii) This is more valid and reliable than oral communication.
- (iii) Written communication is more unique and formal than oral communication for business development.
- (iv) It also involves careful choice of words and beautiful selection of expression to share ideas and information.

### **Merits:**

- (i) Written constitution helps in policy formulation of an organization.
- (ii) This is more precise, formal and explicit.
- (iii) It assists in proper delegation of responsibility. It is also important because written communication provides sufficient records.

### **Demerits:**

- (i) Written communication requires much time and effort.
- (ii) It involves lots of paper work and e-mail burden.
- (iii) Feedback is not immediate.

### **18.3. Major Components of Written Communication:**

Written communication is mainly transmitted through paper, FAX, and e-mails. These are the components of written communication.

### **18.4. Visual Communication:**

- (i) Visual communication is the conveyance of ideas and information in forms that can be seen.
- (ii) It heavily relies on vision.
- (iii) It is represented mainly in diagrams models, charts, illustrations etc.
- (iv) Visual communication is the most effective mode of communication available today.

### **Different types of Visual Communication**

#### **18.4.1. Models:**

- (i) These are the representative of the object, the speaker is addressing.
- (ii) This will enable the audience to fully convey the message.
- (iii) Suppose a teacher uses the model of human Skelton for better explanation of human body.

#### **18.4.2. Graphs:**

- (i) Graphs are an important visual aid when showing relationship between two different quantities.
- (ii) Graph allows the audience to fully comprehend the difference in quantities as opposed to other.

#### **18.4.3. Maps:**

- (i) In geographical speech a map would be most suitable item to use. This makes the audience know exactly where the speaker is referring to.
- (ii) This is very easy way of communication.

#### **18.4.4. Photographs:**

- (i) Photograph is also important medium of communication especially for interpretation.
- (ii) Photograph helps in making a clear vision about the object and items.

- (iii) But photograph needs the receivers inner wisdom to perceive clear meaning .Sometimes it is not easy to decode.

### **18.5. Audio Visual Communication:**

- (i) Audio Visual Communication is the process in which both audio and visual content are transmitted for providing information to the audience.

**Example:** Video conferencing

- (ii) This type of communication is very effective because it involves our senses with inner wisdom.
- (iii) This type of communication is very helpful in the instruction to the students.
- (iv) This type of communication is in two ways. This virtual reality gives both the sender and receiver basic participatory experience.

## **Different type of Audio Visual Communication**

### **18.5.1. Multimedia Power Point Presentation:**

Multimedia power point presentation is the most effective way of imparting instruction to the audience. By using computer based technology, this process imparts smooth transmission of data and information.

### **18.5.2. Film Strips:**

Film strip is also a useful equipment of audio visual communication. Whatever cannot be properly instructed through verbal communication that can be easily done by film strip. For example, in educational institution, if we describe the play 'Macbeth' to the student, then it may be boring to them. But if we provide it in film strip than definitely it is highly enjoyable to them.

## **18.6. Classification based on Communication Channel:**

Based on the communication channel, communication can be classified into two groups that is

- (i) Verbal Communication and (ii) Non-verbal communication.

### **18.6.1. Verbal Communication:**

- (i) This process involves sharing of ideas or expression or information through language.
- (ii) These words may be both spoken and written.

(ii) Verbal communication involves different verbal communication skills like reading, speaking, listening and clarifying etc.

### **Merits:**

- (i) Easy way transfer of ideas.
- (ii) No such technical hazards.
- (iii) Not involve superior level of understanding for executing this communication.

### **Demerits:**

- (i) Chances of imparting multiple meaning of message. Words tend to have different meaning in different culture.
- (ii) Entropy is called break down of verbal communication.
- (iii) Chances of using Jargon during the communication. Every profession has its own jargon which is not clearly perceptible to the others.
- (iv) Provide ample scope of using bias and offensive language which can spoil effective Communication.

## **18.6.2. Non-Verbal Communication:**

- (i) Non-verbal communication can be done without speaking or writing. It employs signs, symbols and codes etc.
- (ii) It is not always interactional, unlike verbal message. Sometimes silence itself conveys lots of meaning.
- (iii) In the non-verbal communication, there are huge chances of ambiguity or dual meaning.
- (iv) The meaning of the message imparted by non-verbal communication is varied across the culture. As nodding sometimes means 'Yes' or sometimes means 'No'.

### **18.6.2.1. Classification of Non-Verbal Communication:**

Non-Verbal communication has greater role in the business area. Sometimes it is commonly misconceptualize with body language. But the scenarios are not so we try to understand the non-verbal communication in the light of following technology.

**(i) Kinetics:**

This is often refers to body movement different body movement can express inner state of emotion. Suppose, if you say "I am very happy" to your friend in sad face, that imparts different meaning.

**(ii) Posture:**

Body shape and posture are also a good medium of non-verbal communication. A man with heavy muscles is generally considered to be strong.

**(iii) Proxemics:**

Proxemics is derived from the word 'Proximity' or closeness and is the common term for personal space or distance. The space and distance which we choose to keep from the people is also a part of non-verbal communication.

**(iv) Time Language:**

Time is also an important component of non-verbal communication. For example, punctuality in the western culture is most important thing. But in other culture it is not so hard and fast rule.

**(v) Para Language:**

Para means 'like' or similar to therefore Paralanguage means like language. This is close to the verbal communication. For example, the tone of the voice in asking with the word 'how' impart different meaning.

## **18.7. Classification on the Basis of Environment:**

### **18.7.1. External Communication:**

- (i) External communication is the transmission of information between two organizations.
- (ii) It is a two way communication.
- (iii) Clear ideas, thoughts, statement or reason are important for external communication.
- (iv) Understanding the need of audience is also important for external communication.
- (v) Examples: Tender documents, Annual reports, Brochures etc.

### **18.7.2. Internal Communication:**

- (i) Internal communication is the transmission of information within an organization.
- (ii) This process involves sharing of ideas, opinion and information among the member of a group or organization.

- (iii) Internal communication can be both formal and informal.
- (iv) This type of communication is helpful in motivating the member of group or organization.
- (v) Sometimes firm also use LAN for this kind of communication.
- (vi) **Example:** Group meeting, company blog, Personal meeting etc.

## **18.8. On The Basis Of Objective:**

According to their objective communication can be classified in the following points;

### **18.8.1. Mass Communication:**

- (i) Mass communication is the study of how people exchange their information mass media to a large segment of people.
- (ii) It is usually understood for relating newspaper, magazine, book, radio, television and internet etc. It may be analogue and digital. Where analogue communication is static, but digital mass communication is always dynamic.
- (iii) This is a very quick method of transmitting information to the huge number of people.
- (iv) In mass communication, selective perception is depends on the receivers pre-disposition.
- (v) This type of communication helps in developing public consensus.
- (vi) Mass communication is mainly based on network technology. In this process, mass media is always interconnected to technological environment. This is also true in case of Network media. Network media initially used for surveillances and military purposes.

### **18.8.2. Social Communication:**

1. Social communication involves a persons or firms sharing of ideas, information and other message for social interacting and cognition.
2. Social communication skills include the ability to vary speech style take the perspective of other and appropriately use the rules for verbal and non-verbal communication to achieve desired goals.

### **18.8.3. Political Communication:**

- (i) Political communication mainly focuses on the circulation of different ideologies policies of different political organization.

- (ii) This process deals with production, dissemination, procession and effects of information both through mass media and interpersonally within in the political context.
- (iii) The study of political communication is clearly interdisciplinary.

#### **18.8.4. Educational Communication:**

- (i) Educational communication is an umbrella term that encompasses all speaking, listening and rational concepts that relate to learning.
- (ii) Most often student teacher communication is Utilitarian.
- (iii) This type of communication is very helpful to educate the learners.

#### **18.8.5. News and Views:**

News and views is also an important medium of communication. Newspaper helps in developing public consensus which is the result of effective communication.

### **18.9. Inter-Cultural and Group Communications:**

#### **18.9.1. Inter-Cultural Communication:**

- i) Inter-cultural communication is the process of transmitting information and idea across different cultural and social groups.
- ii) This is also called cross-cultural communication.
- iii) It involves understanding different cultural languages and customs of the people.
- iv) This type of communication helps in the globalization.

#### **18.9.2. Group Communication:**

- i) Group communication is a mode of communication in which message is transmitted among the members of group or among the members of different groups.
- ii) At present social media plays an important role in shaping group communication through internet, mobile and computer. We can make interactive communication.
- iii) The choice of means of communication depends on the factor like target audience, means of availability of communication mode etc.
- iv) This is too much effective in policy implementation and market mechanism.



## **19. Class Room Communication**

Communication, being an art of transmitting data and information, it has enough importance in the class room. To make our pupil more knowledgeable and to instill then properly, an effective class room communication is very much essential. It is one of most important means through which tasks are accomplished and goals are met. It is a transactional process. Ability to effectively communicate encompasses a variety of skills such as how to ask question, how to make suggestion, how to deliver speech and also to receive feedback from the learners. For imparting proper instructional direction to the learners effective classroom communication is essential.

## **20. Different Strategies to be followed for Effective Classroom Communication**

With the advancement of technology, the concept of effective classroom teaching gradually changes its course from the primitive era. The process of classroom communication is affected by multiple factors such students, teachers, messages, instructional method, media and learning environment. Communication skill is acquired through proper training and can be improved with the practice. So for making classroom communication effective and student friendly, certain rules to be followed.

### **20.1. Verbal Techniques:**

- i) For making the classroom communication more effective and student friendly, the instructor should provide suitable, material to the learners.
- ii) Before instruction the instructor should set their goal.
- iii) The goal must be student centric.
- iv) Initial message conveyed by the teacher should not be critical so that it can hamper the communication to the student.
- v) Instructor must be expert in balancing the expectation and interest of the learners.

### **20.2. Non Verbal Techniques:**

- i) Instructor should have tone that is very honest and tactful.
- ii) Choice of words and expression must be appropriate according to their situation.
- iii) When giving lecture the instructor must make eye contact with learners.

- iv) Voice modulation of teacher is an essential quality of a good teacher.
- v) The teacher must be empathetic towards his student. The respectful attitude to the demands and needs of the students help the instructor to make an effective communication.
- vi) Mind mapping is also important for effective instruction.

### **20.3. Media:**

- i) For imparting proper instructional goal an instructor should use different type of media, diagrams, maps, graphs and internet etc.
- ii) With the technological advancement, smart classroom is designed for effective teaching and learning process. Smart classroom is decorated with CD DVD, Computer, Laptop, Projector and other internet related equipment.
- iii) The proper application of teaching aids help to provide suitable instruction to the pupil.
- iv) Use of modern technology, use of audio visual aids and internet help in effective communication. It is assumed that in long run, media will replace teacher.

### **20.4. Motivation in the Classroom:**

- i) Motivation play an important role in all walks of our life and so in the case of teaching learning process.
- ii) The instructor should love what he/she is going to teach .He should have empathy for the students.
- iii) The instructor should make himself/herself available for the student to receive their opinion and problems.

### **20.5. Use of Question:**

A teacher should always check understanding of the students. And, for this asking question is quite important because it helps the teacher to check the level of understanding of the student. The teaching-learning process should not only be direction, but it also be receptive.

### **20.6. Feedback:**

Feedback is an essential element of effective classroom communication. To make the instruction method more enjoyable, the teacher should receive feedback from the learners and constantly modulate his/her instructional method according to the demand of the learners.

## **Sub Unit – 3**

### **Barriers to Effective Communication**

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Apparently communication is a simple process of transmitting data and information between two or more than two individual. But there is numerous factors affecting effective communication. Barriers may arise at any stage of communication process. They may arise at sender level at encoding level at the transmission level at the receiving level and also in feedback level. We have categorized barriers to effective communication in the following ways;

#### **21. Organizational Barriers**

- i) This type of barriers mainly developed in an organization in their proper transmission of data and information.
- ii) Institutionalize stereotypes sometimes creates lots of conviction which hampers effective communication.
- iii) Physical distance between the members or employees can create this.
- iv) Channel noise create lots of problem in effectiveness of communication.
- v) Complexity of organization structure and lack of co-operation among the members and authority create this type of barriers.
- vi) Inadequate facilities and lack of stress manage can create this problems.
- vii) Another important organizational barrier is noise which creates lots of disturbance and hampers in transmission a message.

#### **22. Physical Barriers**

- i) There are many physical barriers to effective communication. Many external disturbance and noise can create competing stimulants among the participants of communication.
- ii) Stress of work, sleeplessness, mood variation is also barriers of effective communication.
- iii) The receiver's unfamiliarity with the medium also provides hindrance to effective communication.

## **23. Psychological Barriers**

### **23.1. Self-Centeredness:**

Self-centeredness is an important barrier of effective communication. The personal point of view and image provide lots of hindrance to the communication.

### **23.2. Filtering:**

A sender's manipulation of information is sometimes damaged the communication.

### **23.3. Level of Experience:**

This type of Problem arises when the level of experience of sender and receiver is not the same.

### **23.4. Egocentrism:**

Ego of both the sender and receiver of the information almost spoil the effective communication. Moralizing and judgmental attitude of both the sender and receiver also hamper effective communication.

## **24. Personal Barriers**

One human being is different from others. So there must be certain personal difference which will provide hindrance to the effective communication.

### **24.1. Perceptual Barriers:**

The power of perception of every individual is different where common message has been sent to different people. It is received with different connotation.

### **24.2. Emotional Barriers:**

The level of emotion also varies from man to man. A man's expectation and his feelings have some effect on communication. So this is an important barrier in the way of effective communication. This can be avoided by the conversation.

### **24.3. Semantic Barriers:**

Semantic is the science of meaning. When a message has been sent to the receiver, it can be interpreted by different people in different way. Problem arising out of transmission of meaning is an effective barrier of communication. So education of audience is important for making effective communication.

Proximity, utility and loneliness of communicator is an important factors affecting communication

### **25. Linguistic and Cultural Barriers**

- i) When a message has been sent to the receiver of different linguistic or cultural group then there are huge chances of miss communication.
- ii) The lack of common language increases the chance of data loss.
- iii) The lack of same cultural ethnicity is also hinder in the effective communication.

### **26. Technical Barriers**

These are the disturbance caused by mechanical and network failure, improper time of communication, space or geographical distance and technological malfunction. Cyber-attack and virus attack in a system almost destroy the system of communication. That is why Firewall and Antivirus are used for protection of system.

## **Sub Unit – 4**

### **Mass Communication and Society**

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#### **27. Mass Media**

Mass media is the media which message, information have been sent to large, anonymous and heterogeneous masses. The term 'man' means a large number of common people spread over the vast geographical area.

- i) The mass media include a wide variety of form including television, films, newspaper, radio, magazine, advertisements, video games and social media etc.
- ii) It is obvious that there has been phenomenal expansion of mass media of all kinds in recent years.
- iii) The message, news and information provided through the mass media is not directional to any special community.
- iv) The overwhelming dominance of the media has led eminent communication scholar Marshal McLuhan to coin the phrase "Medium is the message."
- v) The function of mass media is to supply different knowledge and content to the people.

#### **28. Roll of Mass Media in the Society**

Mass media has an enormous impact on the society. With the emergence of mass media with the share of views, ideas and public consensus our social and political view point began to shape.

- i) In independent India J. L. Nehru said, Media as the watch dog of democracy. The media was expected to spread the spirit of self-reliance and national development among the people. It also helps in correction of different events of national importance.
- ii) Media was also encouraged to fight against the oppressive social practices like untouchability, child marriages and ostracism of widows etc. Sometime Yellow Journalism (the exaggerating and false news) has some adverse effect on society.

Media play a dominant role in shaping the public consensus. It is called forth pillar of democracy. Besides, media has some constructive function like sharing information and knowledge. The mass media play dominant role for the content supply of different issues and topics.

## **29. Evolution of Mass Media**

### **29.1. News Paper:**

- i) In very simple terms the newspaper can be defined as printed means of conveying current information. But in ancient times, it was not in written form. Newspaper is an asynchronous medium of communication.
- ii) The earliest hand printed news bulletins probably appeared in china during 618-966 C.E.
- iii) In England, in the year 1621, "Coranto" was published. This is claimed to be first newspaper in England.
- iv) In India, newspaper first started with James Augustus Hicky in 1780 from Calcutta.
- v) The first edition of the Times of India was published by Robert Knight in 1861.
- vi) Biggest news agency in India is PTI (Press trust of India). Present Chairman of PTI is N. Ravi.
- vii) In 1878 'The Hindu' started its journey. It was mainly circulated in Madras & Tamil Nadu.
- viii) Uttar Pradesh in India has the highest number of Newsprint in India .Largest circulated newspaper in India is The Times of India.
- ix) Indian constitution provides freedom the press by Article 19(1)(a). During emergency in 1975, our Prime Minister Smt. Indira Gandhi censored press.
- x) Press Council of India is situated in Delhi. National Press Day is celebrated on 26 November.

### **29.2. Radio:**

- i) Guglielmo Marconi succeeded in creating a wireless communication in 1901.
- ii) Radio broadcasting which commenced in India through amateur 'Ham' broadcasting clubs in Kolkata and Chennai in 1920.
- iii) 1927 India Broadcasting Company was authorized to operate two Radio Stations in Bombay and Kolkata.
- iv) All India Radio started in 1930.
- v) During the time of Indian Independence in 1947, All India Radio had six radio stations.
- vi) The advent of private owned FM radio station in 2002 provided a boost to entertainment programme over radio.
- vii) Community radio was developed to impart local audience of a separate or specific community.
- viii) Radio UMANG is the first online radio in India launched in 2018.



### **29.3. Television:**

- i) The earliest experimental television broadcasting was started in the USA in 1920. By the 1930 regular TV broadcasting was started with NBC in New York and BBC in London.
- ii) BBC World TV channel used tag line “Knowing is Everything”.
- iii) NSTC (National Television Standard Committee) is standard broadcast system used in USA while in India PAL (Phrase Alternating Line) is used.
- iv) Post modernism is started with arrival of TV.
- v) The first experimental TV station in India was started in New Delhi on Sept. 15, 1959.
- vi) UNESCO also started its experimental broadcast in 1961 for promoting science education.
- vii) In January 1967, Rural Programming was started with Krishi Darshan, for the farmers.
- viii) Doordarshan started journey on 15 September, 1959.
- ix) Directorate of Advertising and Visual Publicity is the nodal agency of Government for monitoring advertisements in India.
- x) The term TRP is associated with Television which implies Television Rating Points.
- xi) 2006 DTH was launched in India.
- xii) The satellite Instructional Television Experiment (SITE) was launched in 1975. SITE broadcasted educational and instructional programme in six states.
- xiii) National programme of Doordarshan was started on Aug 15, 1982. In the same year India's first communication satellite INSAT-1B started its journey.
- xiv) In 1991 Private TV channels also started broadcasting in India. CNN, STAR TV and ZEE TV are the oldest exponents of private broadcasting.
- xv) 'Hum Log' was India's first longest running soap opera.
- xvi) India's first 24 hours news channel is NDTV 24x7. This is launched in 2003.
- xvii) India's first channel for kids is Hungama TV.
- xviii) CNBC is 24 hours English Business news channel in India.

#### **29.3.1. Terminology Associated with Television**

##### **29.3.1.a. Media Synchronization:**

Media synchronization is the process in which different media streams such as text, images, audio and video synchronized into compact form or programmed version such as recording on VCR, CD and MP3 Player.

### **29.3.1.b. Time Shifting:**

In broadcasting, time shifting is recording of a storage programme to be viewed after live broadcast.

### **29.4. Cinema:**

- i) The first India featured film was made by Dada Saheb Falke in 1913. The film was Raja Harish Chandra. It was a four reel silent film.
- ii) The first talkie film shown in India was "Melody of Love"(1929).
- iii) Two years later in 1931, Ardeshir Irani made first Indian talkie 'Alam Ara'.
- iv) Sohrab Modi's "Jhansi Ki Rani" (1953) was the first Indian colour film.
- V) Satyajit Roy also produced famous cinema Pather Panchali in 1955.
- vi) National film development corporation was established in 1960.

## **30. General Knowledge Related to Communication**

- 1. Most circulated newspaper in India (2018) is Dainik Bhaskar.
- 2. As per the data published by the govt. of India highest number of newspaper were published in Hindi (7910), followed by English (1409), Urdu (938), Gujrati (761).
- 3. The newspaper with the highest circulation in the world: a) Yomiuri Shinbun, b) Asahi Shinbun. Both of these newspapers are from Japan.
- 4. MC National University of Journalism and Communication is situated in New Delhi.
- 5. Indian Institute of Mass Communication is situated in New Delhi.
- 6. Film and Television Institute of India is located at Pune. It has started its new centre in Itanagar, Arunachal Pradesh.
- 7. First virtual university was established in India in Tamil Nadu.
- 8. Dada Saheb Falke award is given in the field of film acting and direction. It was started in 1969. First recipient was Devika Rani. In 2018; it is awarded to Vinod Khanna.
- 9. Total number of members in Press Council of INDIA is 28.
- 10. "Because you deserve to know" is the tag line of Hindustan Times.
- 11. ORKUT played an important role in circulating news during Mumbai Attack on 26/11/2008.
- 12. Sharmila Tagore was the chairperson of National Film Development Corporation. At present chairman of NFDC is Ramesh Sippy.

## **Previous Year Questions with Solution**

### **Sub Unit -1**

- |   |        |    |                                                                                                                                                                                                     |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Dec-04 | 17 | Which of the following pair is not correctly matched?<br>A. Aaj taak - 24 hours news channel<br>B. National geography channel - television<br>C. P.M. Station radio<br>D. vir sanghvi - India Today |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |   |        |    |                                                                                                                                                                       |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | Dec-05 | 18 | A good communicator is the one who offers to his audience:<br>A. Plentiful of information<br>B. a good amount of statics<br>C. concise proof<br>D. Reception of facts |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |   |        |    |                                                                                                                                                                                         |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | Jun-06 | 17 | The science of the study of feedback systems in humans, animals and machines is known as:<br>A. cybernetics<br>B. selectivity study<br>C. reverse communication<br>D. response analysis |
|---|--------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |   |        |    |                                                                                                  |
|---|--------|----|--------------------------------------------------------------------------------------------------|
| 4 | Jun-07 | 18 | Feed-back of a message comes from:<br>A. Satellite<br>B. media<br>C. Audience<br>D. Communicator |
|---|--------|----|--------------------------------------------------------------------------------------------------|
- 
- |   |        |    |                                                                                                                                                                                          |
|---|--------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Jun-08 | 18 | All India Radio before 1936 was known as:<br>A. India Radio Broadcasting<br>B. Broadcasting Service of India<br>C. India State Broadcasting Service<br>D. All India Broadcasting Service |
|---|--------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- 
- |   |        |    |                                                                                      |
|---|--------|----|--------------------------------------------------------------------------------------|
| 6 | Jun-08 | 20 | Prasar Bharati was launched in the year:<br>A. 1995<br>B. 1997<br>C. 1999<br>D. 2001 |
|---|--------|----|--------------------------------------------------------------------------------------|

7	Dec-08	18	Match list I with list II and choose the correct answer using the code given below
---	--------	----	------------------------------------------------------------------------------------

**List - I (Artist)**

- A. Amrita Shergill
- B. T. Swaminathan Pillai
- C. Bhimsen Joshi
- D. Padma Subramaniam

**List - II (Art)**

- (i) Flute
- (ii) Classical Song
- (iii) Painting
- (iv) Bharat Natyam

**Codes:**

- |    | <b>a</b> | <b>b</b> | <b>c</b> | <b>d</b> |
|----|----------|----------|----------|----------|
| A. | (iii)    | (i)      | (ii)     | (iv)     |
| B. | (ii)     | (iii)    | (i)      | (iv)     |
| C. | (iv)     | (ii)     | (iii)    | (i)      |
| D. | (i)      | (iv)     | (ii)     | (iii)    |

8	Dec-08	19	Which is not correct in latest communication award ?
---	--------	----	------------------------------------------------------

- A. Salman Rushdie - Booker's Prize - July 20, 2008
- B. Dilip Sanghavi - Business Standard CEO Award July 22, 2008
- C. Tapan Sinha - Dada Saheb Falke Award, July 21, 2008
- D. Gautam Ghosh - Osians - Lifetime Achievement Award July 11, 2008

9	Dec-09	21	Which of the following statements is not connected with communication?
---	--------	----	------------------------------------------------------------------------

- A. Media is the message.
- B. The world is an electronic cocoon
- C. Information is power
- D. Telepathy is technological.

10	Dec-09	22	Communication becomes circular, when
----	--------	----	--------------------------------------

- A. the decoder becomes an encoder
- B. the feedback is absent
- C. the source is credible
- D. the channel is clear

11	Jun-10	23	Identify the correct sequence of the following:
----	--------	----	-------------------------------------------------

- A. Source, channel, message, receiver
- B. Source, receiver, channel, message
- C. Source, message, receiver, channel
- D. Source, message. Channel, receiver

12	Dec-10	15	A message beneath a message is labelled as
----	--------	----	--------------------------------------------

- A. embedded text
- B. internal text
- C. inter-text
- D. sub-text

13	Jun-11	11	Public communication tends to occur within a more
----	--------	----	---------------------------------------------------

- A. A complex structure
- B. political structure
- C. Conveniently structure
- D. formal structure

14	Jun-11	12	Transforming thoughts, ideas and message into verbal and non-verbal signs is referred to as
			A. channelization
			B. mediation
			C. encoding
			D. decoding

15	Jun-11	13	Effective communication needs a supportive
			A. economic environment
			B. political environment
			C. social environment
			D. multi-culture environment

16	Dec-11	2	While designing communication strategy feed-forward studies are conducted by
			A. Audience
			B. Communicator
			C. Satellite
			D. Media

17	Dec-11	22	Every communicator has to experience:
			A. Manipulated emotions
			B. Anticipatory excitement
			C. The issue of homophiles
			D. Status dislocation

18	Dec-11	6	The team 'SITE' stands for
			A. Satellite Indian Television Experiment
			B. Satellite International Television Experiment
			C. Satellite Instructional Television Experiment
			D. Satellite Instruction Teachers Education

19	Jun-12	3	All India Radio (A.I.R) for broadcasting was named in the year:
			A. 1926
			B. 1936
			C. 1946
			D. 1956

20	Dec - 12	1	The English word 'Communication' is derived from the words:
			A Communis and Communicare
			B. Communist and Commune
			C. Communism and Communalism
			D. Communion and Common sense

21	Jun-13	14	Classroom communication of a teacher rests on the principle of
----	--------	----	----------------------------------------------------------------

A. Infotainment  
 B. Edutainment  
 C. Entertainment  
 D. Enlightenment

22	Dec-13	21	The initial efforts for internet based communication was for
----	--------	----	--------------------------------------------------------------

A. Commercial communication  
 B. Military purposes  
 C. Personal interaction  
 D. Political campaign

23	Jun-14	50	The Telephone Model of Communication was first developed in the area of
----	--------	----	-------------------------------------------------------------------------

A. Technological theory  
 B. Dispersion theory  
 C. Minimal effects theory  
 D. Information theory

24	Jun-14	54	In circular communication, the encoder becomes a decoder when there is
----	--------	----	------------------------------------------------------------------------

A. noise  
 B. audience  
 C. criticality  
 D. feedback

25	Dec-14	44	In the classroom, the teacher sends the message either as words or images. The students are really.
----	--------	----	-----------------------------------------------------------------------------------------------------

A. Encoders  
 B'. Decoder  
 C. Agitators  
 D. Propagators

26	Jun-15	21	Which of the following are not the characteristic features of communication
----	--------	----	-----------------------------------------------------------------------------

A. Communication involves exchange of ideas, facts and opinions.  
 B. Communication involves both information and understanding.  
 C. Communication is a continuous process.  
 D. Communication is a circular process

27	Jun-15	23	Which of the following is not a principle of effective 'communication'?
----	--------	----	-------------------------------------------------------------------------

A. Persuasive and convincing dialogue  
 B. Participation of the audience  
 C. One-way transfer of information  
 D. Strategic use of grapevine

28	Jul-16	22	Every communicator has to experience:
----	--------	----	---------------------------------------

A. Manipulated emotions  
 B. Anticipatory excitement  
 C. The issue of homophiles  
 D. Status dislocation

29	Jan-17	13
----	--------	----

Effective communication pre-supposes  
 A Non-alignment                      B. Domination  
 C. Passivity                              D. Understanding

30	Jan-17	14
----	--------	----

Every communicator has to experience:  
 A. Manipulated emotions              B. Anticipatory excitement  
 C. The issue of homophiles            D. Status dislocation

31	17-Nov	5
----	--------	---

In a classroom, the probability of message reception can be enhanced by:  
 (a) Establishing a view point  
 (b) Exposing the ignorance of students  
 (c) Increasing the information load  
 (d) Using high decibel audio tools

## Sub Unit – 2

32	Jun-06	18
----	--------	----

Networked media exist in inter-connected:  
 A. Social environments                  B. economic environments  
 C. Political environments                D. technological environments

33	Dec-06	16
----	--------	----

Which one of the following can be termed as verbal communication?  
 A. Prof. Sharma delivered the lecture in the class room.  
 B. Signal at the cross-road changed from green to orange.  
 C. The child was crying to attract the attention of the mother.  
 D. Dipak wrote a letter for leave application.

34	Dec-07	20	Use of radio for higher education is based on the presumption of:
----	--------	----	-------------------------------------------------------------------

- A. Enriching curriculum based instruction.
- B. Replacing teacher in the long run.
- C. Everybody having access to a radio set.
- D. Other means of instruction getting out dated.

35	Jun-08	16	Communication with oneself is known as:
----	--------	----	-----------------------------------------

- A. Group communication
- B. Grapevine communication
- C. Interpersonal communication
- D. Intrapersonal communication

36	Dec-08	17	Orkut is a part of:
----	--------	----	---------------------

- A. Antra personal Communication
- B. Mass Communication
- C. Group communication
- D. Interpersonal communication

37	Dec-09	20	The chronological order of non-verbal communication is:
----	--------	----	---------------------------------------------------------

- A. Signs, symbols, codes, colours
- B. symbols, codes, signs, colours
- C. Colours, signs, codes, symbols
- D. Codes, colours, symbols, signs

38	Jun-10	21	Deductive communication is:
----	--------	----	-----------------------------

- A. intra-personal
- B. inter-personal
- C. organisational
- D. relational

39	Jun-10	22	In communication, the language is
----	--------	----	-----------------------------------

- A. the non-verbal code
- B. the verbal code
- C. the symbolic code
- D. the iconic code

40	Dec-10	11	Media that exist in an interconnected series of communication is described as
----	--------	----	-------------------------------------------------------------------------------

- A. Networked media
- B. Connected media
- C. Nodal Media
- D. Multimedia



41	Dec-10	12	The information function of mass communication is described as A. Diffusion B. publicity C. surveillance D. diversion
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42	Dec-10	16	In analogue mass communication, stories are A. static                                      B. dynamic C. interactive                                D. exploratory
----	--------	----	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------

43	Jun-11	16	In mass communication, selective perception is dependent on the receiver's
			A. Competence
			B. Pre-disposition
			C. Receptivity
			D. Ethnicity

44	Dec-11	5	Communication with oneself is known as A. Organisational Communication B. Grapevine Communication C. Interpersonal communication D. Intrapersonal communication
----	--------	---	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

45	Jun-12	1	Video-Conferencing can be classified as one of the following types of communication: A. Visual one way B. Audio-Visual one way C. Audio-Visual two way D. Visual two way
----	--------	---	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

46	Dec-12	3	Conversing with the spirits and ancestors is termed as: A Transpersonal communication B. Intrapersonal communication C. Interpersonal communication D. Face-to-face communication
----	--------	---	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

47	Dec-12	6	Communication of a teacher rests on the principle of: A. Infotainment B. Edutainment C. Entertainment D. Power equation
----	--------	---	-------------------------------------------------------------------------------------------------------------------------------------

48	Jun-13	10	In the process of communication, which one of the following is in the chronological order? A. Communicator, Medium, Receiver, Effect, Message B. Medium, Communicator, Message, Receiver, Effect C. Communicator, Message, Medium, Receiver, Effect D. Message, communicator, medium, receiver, effect
----	--------	----	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

49	Jun-13	13	Communication via New media such as computers, teleshopping, internet and mobile telephony is termed as
			A. Entertainment B. Interactive communication C. Developmental communication D. Commutation

50	Jun-13	15	_____ is important when a teacher communicates with his/her student
			A. Sympathy B. Empathy C. Apathy D. Antipathy

51	Dec-13	22	Internal communication within institutions is done through
			A. LAN B. WAN C. EBB D. MMS

52	Dec-13	23	Virtual reality provides
			A. Sharp pictures B. Individual audio C. Participatory experience D. Preview of new films

53	Jun-14	36	Classroom communication is normally considered as
			A. effective B. cognitive C. affective D. selective

54	Jun-14	47	A 'smart classroom is a teaching space which has (i) Smart portion with a touch panel control system (ii) PC/Laptop connection and DVD/VCR player (iii) Document camera and specialized software (iv) Projector and screen Select the correct answer from the codes given below:
			A. (i) and (ii) only B. (ii) and (iv) only C. (i), (ii) and (iii) only D. (i), (ii), (iii). and (iv)

55	Jun-14	52	Photographs are not easy to
			A. publish B. secure C. decode D. change

56	Jun-14	55
----	--------	----

Break-down in verbal communication is described as

- A Short circuit
- B. Contradiction
- C. Unevenness
- D. Entropy

57	Dec-14	46
----	--------	----

The mode of communication that involves a single source transmitting information to a large number of receivers simultaneously, is called

- A Group Communication
- B, Mass Communication
- C. Intrapersonal Communication
- D. Interpersonal Communication

58	Jun-15	19
----	--------	----

Effectiveness of communication can be traced from which of the following?

- (a) Attitude surveys
- (b) Performance records
- (c) Students attendance
- (d) Selection of communication channel

Select the correct answer from the codes given below:

- A (a), (b), (c) and (d)
- B. (a), (b) and (c)
- C. (b), (c) and(d)
- D. (a), (b) and(d)

59	Jun-15	20
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Assertion (A): Formal communication tends to be fast and flexible.

Reason (R): Formal communication is a systematic and orderly flow of information

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

60	Jun-15	22
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The term 'grapevine' is also known as:

- A Downward communication
- B. Informal communication
- C. Upward communication
- D. Horizontal communication

61	Jun-15	24
----	--------	----

In communication, the language is:

- A. The verbal code
- B. Intrapersonal
- C. The symbolic code
- D. The non-verbal code

62	Dec-15	19	Using the central point of the classroom communication as the beginning of a dynamic pattern of ideas is referred to as:
----	--------	----	--------------------------------------------------------------------------------------------------------------------------

- A. Systemisation  
C. Idea protocol
- B. Problem-orientation  
D. Mind mapping

63	Dec-15	20	Aspects of the. Voice, other than the speech are known as:
----	--------	----	------------------------------------------------------------

- A. Physical language  
C. Para language
- B. Personal language,  
D. Delivery language

64	Dec-15	22	Attitudes, actions and appearances in the context of classroom communication are considered as:
----	--------	----	-------------------------------------------------------------------------------------------------

- A Verbal  
C. Impersonal
- B. Non-verbal  
D. Irrational

65	Dec-15	23	Most often, the teacher-student communication is
----	--------	----	--------------------------------------------------

- A Spurious  
C. Utilitarian
- B. Critical  
D. Confrontational

66	Dec-15	24	In a classroom, a communicator's trust level is determined by:
----	--------	----	----------------------------------------------------------------

- A. the use of hyperbole  
C. the use of abstract concepts
- B. the change of voice level  
D. eye contact

67	Jul-16	17	Imagine you are working in an educational institution where people are of equal status. Which method of communication is best suited and normally employed in such a context?
----	--------	----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- A Horizontal communication  
C. Corporate communication
- B. Vertical communication  
D. Cross communication

68	Jun-16	18	Identify the important element a teacher has to take cognizance of while addressing students in a classroom.
----	--------	----	--------------------------------------------------------------------------------------------------------------

- A Avoidance of proximity  
C. Repetitive pause
- B. Voice modulation  
D. Fixed posture

69	Jun-16	21	As a teacher, select the best option to ensure your effective presence in the classroom.
----	--------	----	------------------------------------------------------------------------------------------

- A. Use of peer command
- B. Making aggressive statements
- C. Adoption of well-established posture
- D. Being authoritarian

70	Jan-17	13	Effective communication pre-supposes
			A Non-alignment                      B. Domination
			C. Passivity                              D. Understanding

71	Jan-17	22	The term 'grapevine' is also known as:
			A Downward communication              B. Informal communication
			C. Upward communication                D. Horizontal communication

72	Nov-17	13	Effective communication pre-supposes
			A Non-alignment                      B. Domination
			C. Passivity                              D. Understanding

73	Nov-17	17	Assertion (A): The initial message to students in the classroom by a teacher need not be critical to establish interaction letter. Reason(R): More control over the communication process means more control over what the students are learning.  Code: (1) Both (A) and (R) are true, and (R) is the correct explanation of (A). (2) Both (A) and (R) are true, and (R) is not the correct explanation of (A). (3) (A) is true, but (R) is false. (4) (A) is false, but (R) is true.
----	--------	----	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

74	Nov-17	18	Assertion (A): To communicate well in the classroom is a natural ability Reason (R): Effective teaching in the classroom demands knowledge of the communication process.  Code: (1) Both (A) and (R) are true, and (R) is the correct explanation of (A) (2) Both (A) and (R) are true, and (R) is not the correct explanation of (A). (3) (A) is true, but (R) is false. (4) (A) is false, but (R) is true.
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75	Jul-18	19
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Assertion (A): Classroom Communication in a transactional process.  
Reason (R): A teacher does not operate under the assumption that student's responses are purposive.

Code:

- (1) Both (A) and (R) are true, and (R) is the correct explanation of (A).
- (2) Both (A) and (R) are true, and (R) is not the correct explanation of (A).
- (3) (A) is true, but (R) is false.
- (4) (A) is false, but (R) is true.

76	Jul-18	1
----	--------	---

The interaction between a teacher and students creates a zone of proximal:

- A. Difference
- B. Confusion
- C. Development
- D. Distortion

77	Jul-18	2
----	--------	---

The spatial audio reproduction in a classroom can reduce the students:

- (a) Cognitive load in understanding
- (b) Respect for the teacher
- (c) Motivation for excellence
- (d) Interest in technology orientation

78	Jul-18	3
----	--------	---

A good communicator begins his/her presentation with a:

- (a) Complex question
- (b) Non sequitur
- (c) Repetitive phrase
- (d) Ice-breaker

### Sub Unit – 3

79	Dec-05	16
----	--------	----

Level C effectiveness of communications defined as:

- |                        |                   |
|------------------------|-------------------|
| A. Channel noise       | B. Semantic noise |
| C. Psychological noise | D. source noise   |

80	Dec-05	22
----	--------	----

The term 'grapevine' is also known as:

- |                          |                             |
|--------------------------|-----------------------------|
| A Downward communication | B. Informal communication   |
| C. Upward communication  | D. Horizontal communication |

81	Dec-08	20
----	--------	----

Firewalls are used to protect a communication network system against :

- |                         |                  |
|-------------------------|------------------|
| A. Unauthorized attacks | B. Virus attacks |
| C. Data-driven attacks  | D. Fire attacks  |

82	Dec-09	24
----	--------	----

Assertion (A): For an effective classroom communication at times it is desirable to use the projection technology.

Reason "R" :Using the projection technology facilitates extensive coverage of course contents.

- A. Both A.and "R" are true, and "R" is the correct explanation  
B. Both A.and "R" are true, but R is not the correct explanation  
C. A is true, but "R" is false.  
D. A is false, but "R" is true.

83	Jun-10	19
----	--------	----

In communication, a major barrier to reception of messages is

- |                       |                       |
|-----------------------|-----------------------|
| A. Audience attitude  | B. audience knowledge |
| C. audience education | D. audience income    |

84	Jun-11	14
----	--------	----

A major barrier in the transmission of cognitive data in the process of communication is an individual's

- |                |                   |
|----------------|-------------------|
| A. personality | B. social status  |
| C. expectation | D. coding ability |

- |    |        |    |                                                                                                                                                                                                                                              |
|----|--------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 85 | Jun-11 | 15 | When communicated, institutionalized stereotypes become                                                                                                                                                                                      |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. myths</span> <span>B. reason</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. experiences</span> <span>D. convictions</span> </div> |
- 
- |    |        |    |                                                                                                                                                                                                                                                       |
|----|--------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 86 | Dec-15 | 21 | Every type of communication is affected by its:                                                                                                                                                                                                       |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. Reception</span> <span>B. Transmission</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. Non-regulation</span> <span>D. Context</span> </div> |
- 
- |    |         |    |                                                                                                                                                                                                                                                                                                                                     |
|----|---------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 87 | July-16 | 19 | What are the barriers to effective communication?                                                                                                                                                                                                                                                                                   |
|    |         |    | <div style="display: flex; flex-direction: column;"> <div>A. Moralising, being judgemental and comments of consolation.</div> <div>B. Dialogue, summary and self-review.</div> <div>C. Use of simple words, cool reaction and defensive attitude.</div> <div>D. Personal statements, eye contact and simple narration.</div> </div> |
- 
- |    |         |    |                                                                                                                                                                                                                                                     |
|----|---------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 88 | July-16 | 20 | The choice of communication partners is influenced by factors of:                                                                                                                                                                                   |
|    |         |    | <div style="display: flex; flex-direction: column;"> <div>A. Proximity, utility, loneliness</div> <div>B. Utility, secrecy, dissonance.</div> <div>C. Secrecy, dissonance, deception</div> <div>D. Dissimilarity, dissonance, deviance</div> </div> |

<b>Sub Unit – 4</b>
---------------------

- |    |        |    |                                                                                                                                                                                                                                                              |
|----|--------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 89 | Dec-04 | 18 | which is the oldest soap opera telecasted in India?                                                                                                                                                                                                          |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. KahaniGharGharki</span> <span>B. Buniad</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. Humlog</span> <span>D. Saasbhikabhibahu thee</span> </div> |
- 
- |    |        |    |                                                                                                                                                                                                                                 |
|----|--------|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 90 | Dec-04 | 19 | Which Satellite channel uses the ad line, "Knowing is everything"                                                                                                                                                               |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. BBc world</span> <span>B. Star</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. Sony</span> <span>D. Zee</span> </div> |
- 
- |    |        |    |                                                                                                                                                                                                                                                                                                                                            |
|----|--------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 91 | Dec-04 | 20 | Which is the "First made in India" Kids channel of television?                                                                                                                                                                                                                                                                             |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. Cartoon network</span> <span>B. Walt Disney</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. United home entertainment's</span> <span>D. Nick Jr</span> </div> <div style="text-align: center; margin-top: 5px;">Hungama TV</div> |
- 
- |    |        |    |                                                                                                                                                                                                                                                                                  |
|----|--------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 92 | Dec-05 | 17 | Recording a television programme on a VCR is an example of :                                                                                                                                                                                                                     |
|    |        |    | <div style="display: flex; justify-content: space-between;"> <span>A. Time shifting</span> <span>B. Content reference</span> </div> <div style="display: flex; justify-content: space-between;"> <span>C. mechanical clarity</span> <span>D. media synchronisation</span> </div> |



93	Dec-05	19	<p>The largest Number of News papering India is published from the state of:</p> <p>A. Kerala B. Maharashtra C. West Bengal D. Uttar Pradesh</p>
94	Jun-06	16	<p>The function of mass communication of supplying information regarding the processes, issues, events and societal developments is known as</p> <p>A. contently supply B. Surveillance C. gratification D. Correlation</p>
95	Jun-06	19	<p>The combination of computing, tele-communications and media in a digital atmosphere is a referred to as</p> <p>A. Online communication B. integrated media C. Digital combine D. Interactivity</p>
96	Jun-06	20	<p>A dialogue between a human-being and a computer programme that occurs simultaneously in various forms is described as:</p> <p>A. Man-machine speak B. binary chat C. Digital talk D. Interactivity</p>
97	Dec-06	17	<p>Which is the 24 hours English Business news channel in India?</p> <p>A. Zee News B. NDTV 24×7 C. CNBC D. India</p>



105	Jun-08	17	Which broadcasting system for TV is followed in India? A. NTSE B. PAL C. SECAM D. NTCS
106	Jun-08	19	The biggest news agency of India is: A. PTI B. UNI C. NANAP D. Samachar Bharati
107	Dec-08	16	Community Radio is a type of radio service that cater to the interest of: A. Local audience B. Education C. Entertainment D. News
108	Dec-09	19	The country Which has the distinction of having the two largest circulated newspapers in the world is A. Great Britain B. The United States C. Japan D. China
109	Dec-09	23	The site that played a major role during the terrorist attack on Mumbai (26/11) in 2008 was A. Orcut B. Facebook C. Amazon.com D. Twitter
110	Jun-10	20	Post-modernism is associated with A. newspapers B. magazines C. radio D. television
111	Jun-10	24	Assertion A: Mass media promote a culture of violence in the society. Reason "R": Because violence seals in the market as people themselves are violent in the character. 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. Both A. and "R" are false.

112	Dec-10	13	An example of asynchronous medium is A. Radio C. Film B. Television D. Newspaper
113	Dec-11	3	In which language the newspaper have highest circulation? A. English C. Bengali B. Hindi D. Tamil
114	Jun-12	2	MC National University of Journalism and Communication is located at: A. Lucknow C. Chennai B. Bhopal D. Mumbai
115	Jun-12	4	In India for broadcasting TV programmes which system is followed? A. NTCS C. NTSE B. PAL D. SECAM
116	Jun-12	5	The team 'DEVP' stands for: A. Directorate of Advertising and Vocal publicity B. Division of Audio-Visual publicity C. Department of Audio-Visual publicity D. Directorate of Advertising and Visual publicity
117	Jun-12	6	The term "TRP" is associated with TV shows stands for: A. Total Rating Points C. Thematic Rating Points B. Time Rating Points D. Television Rating points
118	Dec-12	4	The largest circulated daily newspaper among the following is: A. The Times of India C. The Hindu B. The Indian Express D. The Deccan Herald
119	Dec-12	5	The Pioneer of the silent. Feature film in India was: A K.A. Abbas C. B.R. Chopra B. Satyajit Ray D. Dada Sahib Phalke

120	Jun-13	11	Bengal Gazette, the first Newspaper in India was started in 1780 by
			A. Dr. Annie Besant
			B. James Augustus Hicky.
			C. Lord Cripson
			D. A.O. Hume

121	Jun-13	12	Press censorship in India was imposed during the tenure of the Prime Minister
			A. Rajeev Gandhi
			B. NarasimhaRao
			C. Indira Gandhi
			D. DeveGowda

122	Dec-13	24	The first virtual university of India came up in
			A. Andhra Pradesh
			B. Maharashtra
			C. Uttar Pradesh
			D. Tamil Nadu

123	Dec-13	16	The function of mass communication of supplying information regarding the processes, issues, events and societal developments is known as
			A. contently supply
			B. Surveillance
			C. gratification
			D. Correlation

124	Jun-14	51	The Dada SahebPhalke Award for 2013 has been conferred on
			A. KatariJohar.
			B. Amir Khan
			C. AshaBhonsle
			D. Gulzar

125	Jun-14	53	The grains that appear on a television set when operated are also retuned to as
			A. sparks
			B. green dots
			C. snow
			D. rain drops

126	Dec-14	45	Media is known as
			A. First Estate
			B. Second Estate
			C. Third Estate
			D. Fourth Estate

127	Dec-14	48	The term 'Yellow Journalism' refers to
			A. sensational news about terrorism and violence
			B. sensationalism and exaggeration to attract readers/viewers
			C. sensational news about arts and culture
			D. sensational news prints in yellow paper

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## Answer of Previous Year Questions

Sl. No	Answer	Reference No	Sl. No	Answer	Reference No
1	D	30	43	D	16.1
2	A	4.5	44	C	18.5
3	A	13.7	45	A	18.8
4	C	13.7	46	B	20.3
5	C	13.7	47	C	20.3
6	B	7	48	B	16.3
7	A	30	49	B	20.4
8	B	30	50	A	18.7.2
9	D	5	51	C	18.5
10	A	13.6	52	A	19
11	D	13	53	D	20.3
12	C	13.3	54	C	18.4.4
13	D	16.5	55	D	16.6.1
14	C	13.3	56	B	18.8.1
15	D	12	57	B	20
16	D	13.3	58	D	17.1
17	D	16.3	59	B	17.2
18	C	10	60	A	18.6.1
19	B	7	61	d	20.2
20	A	2	62	C	18.6.2.1
21	B	12	63	B	18.6.1
22	B	9	64	C	18.8.4
23	D	8	65	D	20.2
24	D	13.7	66	A	15.3
25	B	13.6	67	B	20.2
26	D	14.6	68	A	18.6.2
27	C	12.8	69	B	20.2
28	B	13.1	70	A	18.6.2
29	D	16	71	C	20.2
30	D	13.6	72	C	20.1
31	A	13.3	73	B	20
32	D	18.8.1	74	B	19
33	B	18.6.1	75	A	21
34	D	20.3	76	B	20.2
35	D	16.2	77	C	18.6.2.1

36	D	16.2	78	A	20.3
37	A	18.6.2	79	D	20
38	B	16.2	80	A	26
39	B	18.06.1	81	A	20.3
40	A	18.8.1	82	C	24.3
41	C	18.8.1	83	C	24.2
42	A	18.8.1	84	D	21
43	B	16.6	85	D	24
			86	A	23.4
			87	A	24.5
			88	C	29.3
			89	A	29.3
			90	C	29.3
			91	D	29.3.1

Sl. No	Answer	Reference No	Sl. No	Answer	Reference No
92	D	29.1	125	D	20
93	A	28	126	B	29.1
94	D	29.1	127	C	29.1
95	D	29.1	128	A	30.2
96	C	29.3	129	A	29.1
97	D	30.12	130	B	29.3
98	D	30.1	131	A	29.1
99	D	29.3	132	A	29.2
100	A	29.3	133	C	30.3
101	D	29.3			
102	A	29.1			
103	A	30.9			
104	B	29.3			
105	A	29.1			
106	A	29.2			
107	C	30.3			
108	A	30.1			
109	D	29.3			
110	D	28			
111	D	29.1			
112	B	30.2			
113	B	30.4			
114	B	29.3			



115	A	30.2			
116	D	29.3			
117	A	29.1			
118	D	29.4			
119	B	29.1			
120	C	29.1			
121	B	30.7			
122	A	29.1			
123	D	30.8			
124	C	29.3			

## Types of Questions: Conceptual Question (CQ) & Direct Question (DQ)

YEAR	MONTH	SL NO	Q.NO	CQ	DQ	SU1	SU2	SU3	SU4
2004	December	1	17		Yes	Yes			
2005	December	2	18	Yes		Yes			
2006	June	3	17		Yes	Yes			
2007	June	4	18		Yes	Yes			
2008	June	5	18		Yes	Yes			
2008	June	6	20		Yes	Yes			
2008	December	7	18		Yes	Yes			
2008	December	8	19		Yes	Yes			
2009	December	9	21	Yes		Yes			
2009	December	10	22		Yes	Yes			
2010	June	11	23	Yes		Yes			
2010	December	12	15	Yes		Yes			
2011	June	13	11		Yes	Yes			
2011	June	14	12		Yes	Yes			
2011	June	15	13	Yes		Yes			
2011	December	16	2		Yes	Yes			
2011	December	17	22		Yes	Yes			
2011	December	18	6		Yes	Yes			
2012	June	19	3		Yes	Yes			
2012	December	20	1		Yes	Yes			
2013	June	21	14		Yes	Yes			
2013	December	22	21		Yes	Yes			
2014	June	23	50		Yes	Yes			
2014	June	24	54		Yes	Yes			
2014	December	25	44		Yes	Yes			
2015	June	26	21	Yes		Yes			
2015	June	27	23	Yes		Yes			
2016	July	28	22	Yes		Yes			
2017	January	29	13		Yes	Yes			
2017	January	30	23	Yes		Yes			
2017	November	31	5						
2006	December	32	16	Yes			Yes		
2006	June	33	18		Yes		Yes		
2007	December	34	20	Yes			Yes		
2008	June	35	16		Yes		Yes		
2008	December	36	17		Yes		Yes		
2009	December	37	20		Yes		Yes		

2010	June	38	21		Yes		Yes		
2010	June	39	22	Yes			Yes		
2010	December	40	21		Yes		Yes		
2010	December	41	22		Yes		Yes		
2010	December	42	16	Yes			Yes		
2011	June	43	16	Yes			Yes		
2011	December	44	5		Yes		Yes		
2012	June	45	1		Yes		Yes		
2012	December	46	3		Yes		Yes		
2012	December	47	6		Yes		Yes		
2013	June	48	10	Yes			Yes		
2013	June	49	13	Yes			Yes		
2013	June	50	15	Yes	Yes		Yes		
2013	December	51	12		Yes		Yes		
2013	December	52	23	Yes			Yes		
2014	June	53	36		Yes		Yes		
2014	June	54	47		Yes		Yes		
2014	June	55	52	Yes			Yes		
2014	June	56	55		Yes		Yes		
2014	December	57	46	Yes			Yes		
2015	June	58	19	Yes			Yes		
2015	June	59	20	Yes			Yes		
2015	June	60	22		Yes		Yes		
2015	June	61	24		Yes		Yes		
2015	December	62	19	Yes			Yes		
2015	December	63	20	Yes			Yes		
2015	December	64	22	Yes			Yes		
2015	December	65	23	Yes			Yes		
2015	December	66	24	Yes			Yes		
2016	July	67	17		Yes		Yes		
2016	July	68	18		Yes		Yes		
2016	July	69	21	Yes			Yes		
2017	November	70	1						
2017	November	71	2						
2017	November	72	3						
2017	January	73	13		Yes				
2018	July	74	13						
2018	July	75	17	Yes			Yes		
2018	July	76	18	Yes			Yes		

2018	July	77	19	Yes			Yes		
2005	December	78	16		Yes			Yes	
2005	December	79	22		Yes			Yes	
2008	December	80	20		Yes			Yes	
2009	December	81	24	Yes				Yes	
2010	June	82	19		Yes			Yes	
2011	June	83	14	Yes				Yes	
2011	June	84	15	Yes				Yes	
2015	December	85	21		Yes			Yes	
2016	July	86	19	Yes				Yes	
2016	July	87	20		Yes			Yes	
2004	December	88	18		Yes				Yes
2004	December	89	19		Yes				Yes
2004	December	90	20		Yes				Yes
2005	December	91	17	Yes					Yes
2005	December	92	17	Yes					Yes
2005	December	93	19		Yes				Yes
2006	June	94	16	Yes					Yes
2006	June	95	19	Yes					Yes
2006	June	96	20		Yes				Yes
2006	December	97	17		Yes				Yes
2006	December	98	18	Yes					Yes
2006	December	99	20		Yes				Yes
2007	June	100	16		Yes				Yes
2007	December	101	4		Yes				Yes
2007	December	102	16		Yes				Yes
2007	December	103	17		Yes				Yes
2007	December	104	18		Yes				Yes
2008	June	105	17		Yes				Yes
2008	June	106	19		Yes				Yes
2008	December	107	16		Yes				Yes
2009	December	108	19		Yes				Yes
2009	December	109	23		Yes				Yes
2010	June	110	20		Yes				Yes
2010	June	111	24	Yes					Yes
2010	December	112	13		Yes				Yes
2010	December	113	13		Yes				Yes
2011	December	114	3		Yes				Yes
2012	June	115	2		Yes				Yes

2012	June	116	4		Yes				Yes
2012	June	117	5		Yes				Yes
2012	June	118	6		Yes				Yes
2012	December	119	4		Yes				Yes
2012	December	120	5		Yes				Yes
2013	June	121	11		Yes				Yes
2013	June	122	12		Yes				Yes
2013	December	123	24		Yes				Yes
2014	June	124	51		Yes				Yes
2014	June	125	16		Yes				Yes
2014	December	126	45		Yes				Yes
2014	December	127	53		Yes				Yes
2012	June	128	2		Yes				Yes
2018	July	129	16		Yes				Yes
2018	July	130	17		Yes				Yes
2018	July	131	18		Yes				Yes
2018	July	132	19		Yes				Yes
2018	July	133	20		Yes				Yes

## Top 10 References

Sl. No	Reference No.	Times of Repeat
1	Sub Heading 29.3	10
2	Sub Heading 29.1	9
3	Sub Heading 18.8.1	5
4	Sub Heading 20.3	5
5	Sub Heading 13.7	4
6	Sub Heading 8.6.1	4
7	Sub Heading 20.2	4
8	Heading 28	4
9	Sub Heading 13.6	3
10	Sub Heading 13.3	3