

TEST CODE 6 2 5 1 2

FIAS - MGP 2023 - Cohort 4 - Essay Test #2

Time Allowed : Three Hours  
समय : तीन घंटे**ForumIAS**Maximum Marks : 250  
अधिकतम अंक : 250**ESSAY / निबंध**

Name Of Candidate परीक्षार्थी का नाम	SHIVIKA HANS,		
Roll No./अनुक्रमांक	1910103550	Medium/माध्यम	English <input checked="" type="checkbox"/> हिंदी <input type="checkbox"/>
Center Code/परीक्षा केंद्र	e	Date/दिनांक	7 July, 2023.

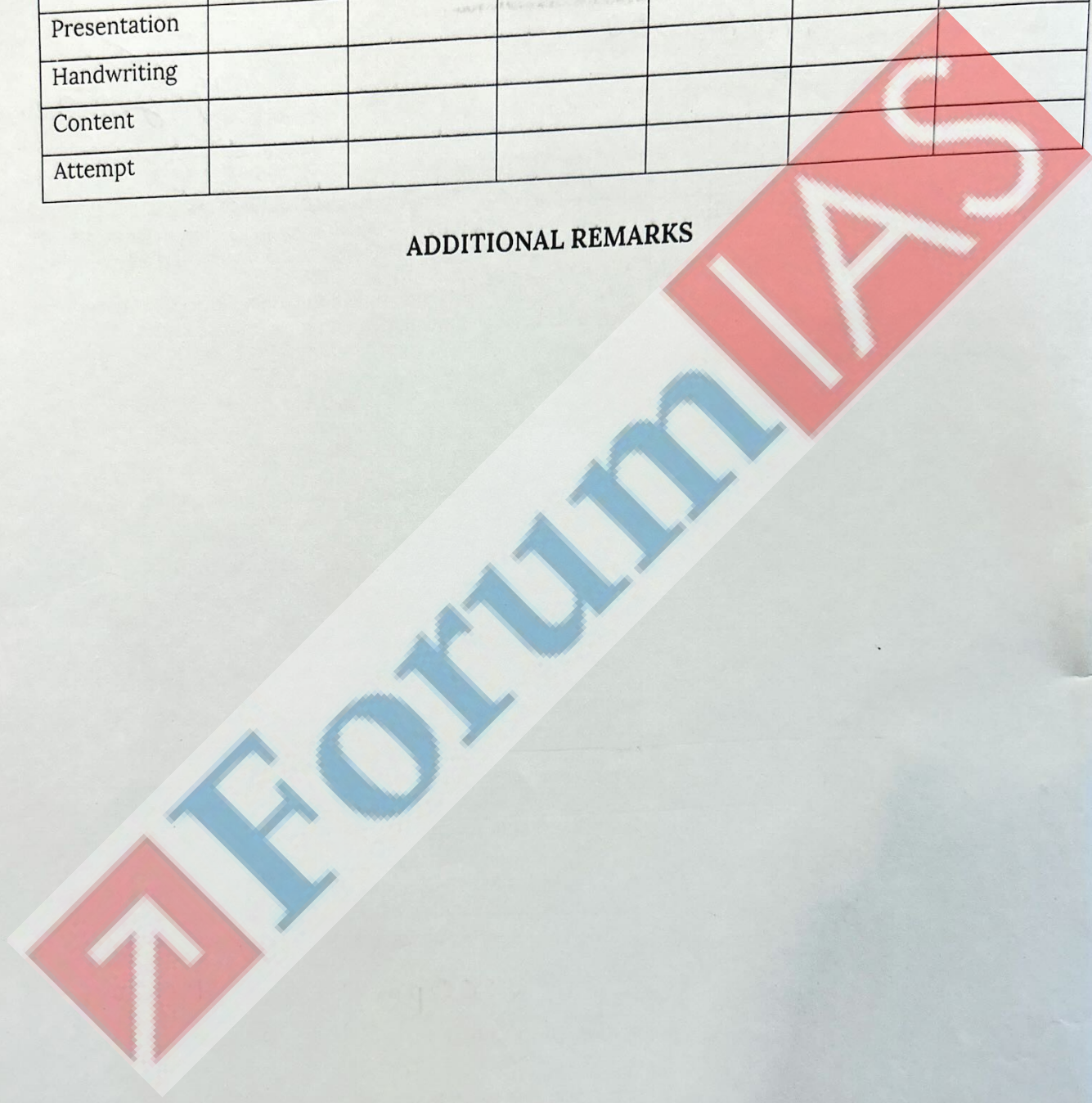
\*Center Code : For Online - 1900 / Delhi : Karol bagh - 1901, ORN - 1902, Mukharji Nagar - 1903 / Patna : Boring Rd. - 2001 / Hyderabad : Jawahar Nagar - 2101

INDEX TABLE / अनुक्रमणिका			INSTRUCTION / अनुदेश	
Q. No. प्र.सं.	Max. Marks अधिकतम अंक	Marks Obtained प्राप्तांक	1. Please do furnish Name, Email, Roll No and Mobile in the answer sheet. कृपया उत्तर-पुस्तिका में नाम, ईमेल, रोल नंबर और मोबाइल नंबर भरें।	
Q.1			2. There are TWO Sections. Each Section has MULTIPLE topics printed in English/Hindi. You have to write on 1 topic from Each part. प्रश्न पत्र में दो खंड हैं। प्रत्येक खंड में अंग्रेजी/हिंदी में बहु-विषय मुद्रित हैं। आपको प्रत्येक भाग में से किसी एक विषय का लेखन करना है।	
Q.2			3. One question in each part is compulsory. प्रत्येक भाग में से एक प्रश्न करना अनिवार्य है।	
Total Marks/कुल अंक			4. The number of marks carried by a question/part is indicated against it. एक प्रश्न/भाग द्वारा किए गए अंकों की संख्या इसके सामने इंगित की गई है।	
Remarks/टिप्पणी :			5. Answers must be written in the medium authorized in the admission Certificate, which must be stated clearly on the cover of this Question-Cum-Answer (QCA) Booklet in the space provided. उत्तर प्रवेश पत्र में अधिकृत माध्यम में लिखे जाने चाहिए, जो कि दिए गए स्थान में इस प्रश्न-सह-उत्तर (क्यूसीए) पुस्तिका के कवर पर स्पष्ट रूप से लिखा जाना चाहिए।	
			6. Word limit in questions, if specified, should be adhered to. प्रश्नों में शब्द सीमा, यदि निर्दिष्ट हो, का पालन किया जाना चाहिए।	
			7. Any page or portion of the page left blank in the Question-Cum Answer Booklet must be clearly Struck off. प्रश्न-सह-उत्तर पुस्तिका में खाली छोड़ा गया कोई भी पृष्ठ या पृष्ठ का भाग स्पष्ट रूप से काट दिया जाना चाहिए।	
<b>For Student Only / केवल परीक्षार्थी प्रयोग हेतु</b>				
Start Time/प्रारंभ करने का समय :			End Time/समाप्त करने का समय :	
2:00 pm			4:00 pm	
Mode Of Examination/ परीक्षा की विधि :			Online/ऑनलाइन <input type="checkbox"/>	
			Offline/ऑफलाइन <input type="checkbox"/>	
<b>For Office Use Only / केवल कार्यालय प्रयोग हेतु</b>				
ECN CODE/ ईसीएन कोड :		EG/ईजी :		Evaluation Date/ मूल्यांकन तिथि :

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**Note:** You can discuss your copy with the Mentor. Raise a ticket from your portal to schedule a mentor call or visit the offline centre to meet mentor (all 7 days, Timings - 11 AM to 6 PM). Further if you are unsatisfied with the evaluation, you can seek re-evaluation of the copy.

Parameters	Excellent	Very Good	Good	Average	Poor	Very Poor
Language						
Structure						
Presentation						
Handwriting						
Content						
Attempt						

ADDITIONAL REMARKS



**SECTION - A**

1. "Control communication and you control the people communicating".

"संचार को नियंत्रित कर, आप संचार करने वाले लोगों को नियंत्रित करते हैं"।

2. Perhaps it's time to dumb down our 'smart' life.

शायद यह हमारे 'स्मार्ट' जीवन को कम करने का समय है।

It was a normal sunny day in Germany. The year was 1436 and it was a time of renaissance in Europe. ~~Here~~ There were inventions and it was the age of discovery. Johanes Gutenberg, a German Goldsmith, discovered the key to unlocking the modern age. The printing press.

The invention of printing press meant that cheap copies of new ideas could percolate down to the not so wealthy middle class. ~~It~~ A news network was launched and new ideas began disseminating. It was the time communication was controlled, not by ~~it~~ just the wealthy, but by new age renaissance thinkers, ~~like~~ and it revolutionised the ideas that people were communicating.

As Martin Luther nailed his "95 Theses" on the church door, an age before printing would have destroyed that single piece of paper, but Luther's document was printed

and he became the best selling author. With that sort of power of communicating with the people, Luther ~~beat~~  <sup>spearheaded</sup> ~~brought~~ the Protestant Revolution. There was fervour among people as they questioned the church's authority.

likewise in the political realm, the views of Voltaire, Rousseau and Montesquieu had been gaining more ground. There were talks of liberty, equality and fraternity. These views reached the masses and who were already suffering economically under the burden of taxes under the weak rule of Louis XVI. The circulation of new ideas thus led to people questioning the monarchy and divine rule in Europe. And finally, havoc wreaked in the form of the French Revolution. This is the power of communication.

The one who controls communication wields immense power. This includes power to influence decision making without coercion. For instance, before enlightenment, the church had immense control over the people. They had immense wealth which they collected from the people through fear like ~~if~~ in order to free their dead ones from Purgatory, an amount of money had to be paid to church.

Post enlightenment and scientific revolution, the era of colonialism had begun. The idea of controlling communication was very well used by the British. It might as well be the most important page of British playbook of How to expand the imperial rule. Rudyard Kipling wrote about how it is the white man's burden to civilise the natives. Likewise many British men believed that Indians are uncivilised, barbaric and people who are incapable of ruling themselves. Thus to control the 'natives', they controlled the 'narrative'. And to And it worked. Macaulay in his "civilising mission" introduced English education in India as he said he wanted "a class of persons, Indian in blood and colour, but English in taste, in opinions, in morals, and in intellect."

As these ideas percolated to the citizenry, they started copying the west, the westernization had begun. But again a counternarrative had been developing. The way of communication? Press. Dadabhai Naoroji published his Poverty and Un-British Rule in India and gave a major blow to the view that British Rule was in the interest of Indians. Much later, as the press

developed, views in vernacular languages were published. Tilak wrote Maharatta and Kesari, Sisir Kumar Ghosh wrote Amrit Bazar Patrika. The benefit of writing in vernacular was that it reached the masses, unlike English which was the language of the elite. And indeed the control on this communication came - British passed the Vernacular Press Act, 1878 under Lord Lytton.

Discourses hold a lot of power. Michael Foucault, a famous sociologist wrote about the impact narratives have on society. In our society for long we have followed the idea of hierarchy of castes. The Brahmins at the top and others ranked below. Since ~~the~~ Brahmins are the ones who controlled the writings, the narrative favoured them. And with time it became too deeply rooted in the society to be weeded out. However, these views have been challenged, and we saw the rise of various movement ~~challenging~~ questioning the Brahminical hegemony ~~led~~ by Jyotiba Phule, BR Ambedkar and Balit Panther movement in post independent India.

Similarly, in case of women too much of the subordinate status accorded to them is because the ideas were circulated by men. Virginia Woolf while writing her major feminist work 'A Room of One's Own' questioned how most of literature of women were written by men. Mass media too has circulated the image of perfect roles for women which includes house work. No wonder major acts of cooking, cleaning include a woman doing most work. ~~No wonder~~ This is embedded in the psyche of women and men - the rigid sexual division of labour & that has some roles are meant for women.

Communication in many other ways yields huge power. During cold war, the a mass hysteria was manufactured against communism in the west. Extreme propoganda slogans were distributed like "Better dead than Red". Films were made like "Red Nightmare" to mould public opinion against communism and it was shown in schools. ~~Not just~~ the cold war was thus also a psychological warfare. This propoganda was delivered into the Soviet union - which included movies, documentaries of the ~~the~~ 'all happy' capitalist west. This was especially

in Germany where Berlin was under  
control of west and ~~was~~ was prospering  
while the rest of Germany under Soviet  
control was starving. Thus, the control over  
communication greatly impacted the  
views of the people.

In the modern society of the  
21st century we are moving towards  
a more decentralised media. From newspapers,  
radio and TV we are moving towards social  
media. The positive of which is that  
it has given voice to the marginalised  
and has become a way of joining people  
together. We have been made more  
sensitive to the ideas of other people.  
Voice to marginalised people has changed  
public perception. #MeToo movement, for  
instance, was a social media driven  
awareness campaign that against sexual  
abuse and harassment. The no. of  
women who participated in it brought to  
light the magnitude of the problem and  
how they were silenced.

However in many other ways, people  
have been too much 'influenced'. A  
famous Netflix documentary "The Social  
Dilemma" showed how social media has become



a 'black box' which is hardening our views, making them more rigid. The algorithm makes us show photos/videos of similar interest, ultimately deepening our perspectives. The worldwide rise of right wing is partly attributed to the discourse and huge power wielded by social media. The live perpetrator of the Christchurch Attack in New Zealand posted his plan on a social media platform and was even congratulated by other users.

likewise, in the Cambridge Analytica Case, data was used mainly for political advertising and allegedly influenced the political campaign of Donald Trump's presidential election. And this is not the first data breach to have happened in recent years.

~~clear~~ In order to control what people are communicating, the first step thus is to control communication. And it all began with the invention of the printing press. And ironically enough, Johann Gutenberg, the man who heralded the major revolutions in Europe, died penniless.

IR => Cold war -> get  
(IS) = propaganda

pressure / Agr  
Group / Indu  
Lobby  
MH  
Ban / Fair Δ

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Forum IAS

Diplomacy

Control Commun - & you control people coming

What we speak, same we get -  
(Pol) => speed - good communication  
people influence

Social media  
broadcasting => people ctrl opinion control

Cambridge  
Analytics  
Case

Spiritual => babas - control commu -> people under  
influence

Etchion -> Punjab, Vol  
Twitter trends  
Memes by WhatsApp  
Life Appr -

Child => commu -> influence  
socialisation  
ingrained - trajectory

Edu -> NEP -> vocation  
re-usable -> positive

People coming

control  
-ve  
+ve

Child  
Sch  
advt

Soartel

Pol

Social

Tech

Env

deprived  
ideology strengthen

control  
social  
comm  
news

downplay climate change

chay q level

(1) Press  
News  
Gad (GFA)

(2) Press  
Soci  
Rel  
Tilak-Kesari  
Rand Assam

(3) Society  
Religion  
Women

52

draw

95

Balut -> superior  
white man's  
budd

moreau -> English  
ida -> super  
2014 -> English

What we <sup>→ impact</sup>

Influency <sup>→ Persuade/Convince.</sup>  
ForumIAS Force

(Don't Write anything in this Area/ इस क्षेत्र पर कुछ न लिखें)



cont. Not convince  
② → views rigid = esp. old → Tech ✓  
Bureaucracy - Young age - mould.  
→ recruit young

Health  
↳ Non conv.

Religi. orthodox  
Radicals — Religion indo. → tenets  
Young ↔ de-radicalise

Control  
Riots

Feedback

Feedback to be provided in terms of (1) Introduction (2) Sentence Constructions (3) Paragraph Formation (4) Legibility (5) Deviation from Topic (6) Coverage of dimensions (7) Simplicity / ease of reading