

MASS MEDIA & COMMUNICATION

Maximum Marks: 70

Time Allotted: Three Hours

Reading Time: Additional Fifteen Minutes

Instructions to Candidates

1. You are allowed an **additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during reading time.
3. This question paper has **5 printed pages and one blank page**.
4. There are **twelve** questions in the paper. All questions are compulsory.
5. This paper is divided into **three sections: A, B and C**.
6. **Section A** has **fourteen subparts** which are very short answer questions. Each question carries 1 mark.
7. While attempting **Multiple Choice Questions** in **Section A**, you are required to **write only ONE option as the answer**.
8. **Section B** has **seven questions** which are short answer questions. Each question carries 4 marks.
9. **Section C** has **four questions** which are long answer questions. Each question carries 7 marks.
10. **Internal choices** have been provided in **two questions in Section B** and **in one question in Section C**.
11. The intended marks for questions are given in brackets [].

Instruction to Supervising Examiner

1. Kindly read **aloud** the Instructions given above to all the candidates present in the examination hall.

SECTION A – 14 MARKS

Question 1

- (i) Which one of the following is a characteristic of Fake News? [1]
- (a) News given importance based on payment.
 - (b) News focused on spreading misinformation.
 - (c) News broadcast without crediting original authors.
 - (d) News obtained by secretly exposing criminal activity.

- (ii) Who among the following focused on depicting 'reality' in cinema? [1]
- (a) Bi Sheng
 - (b) Julius Nipkow
 - (c) Robert Flaherty
 - (d) Peter Goldmark

- (iii) _____ is a camera angle which covers only a person's face. [1]
- (a) Close-up
 - (b) High angle
 - (c) Dutch angle
 - (d) Bird's eye view

- (iv) Given below are two statements marked Assertion and Reason. Read the two statements carefully and choose the correct option. [1]

Assertion: Frequent posting of images of household activities social media may put a person at risk.

Reason: Online stalkers can find targets' residences using online clues.

- (a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
- (b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
- (c) Assertion is true and Reason is false.
- (d) Both Assertion and Reason are false.

- (v) _____ media convergence is the result of the relationship between communication, photo sharing and video sharing platforms. [1]

- (vi) A / An _____ is the result of online collaboration of like-minded individuals for a common cause. [1]
- (vii) A / An _____ microphone captures sound equally from all directions. [1]
- (viii) State whether the following are True or False: [4]
- (a) The fantasy genre includes scenes that depict mythical creatures.
 - (b) Audio recording is the process of converting electronic signals to sound waves.
 - (c) The origin of 'Apps' can be traced to the company, Apple.
 - (d) Media Convergence is the purchase of several smaller companies by one large company.
- (ix) What is *empathy* in journalism? [1]
- (x) State *one* benefit of Cross Promotion. [1]
- (xi) State *one* way by which a person's privacy can be maintained online. [1]

SECTION B - 28 MARKS

Question 2

[4]

Today, India's youth strongly identifies with western fashion and fast-food culture.

How have media such as television and the internet acted as vehicles for this cultural change?

Question 3

[4]

- (i) Advertorials are harmful as they mislead the reader. Explain the statement with the help of an example.

OR

- (ii) Sting operations are often dangerous and force the journalist into life-threatening situations. Explain the statement with the help of an example.

Question 4

Briefly explain the importance of the following steps in the process of creating advertisements for television.

- (i) Approval Phase [2]
- (ii) Planning Phase [2]

Question 5

Radio has no visual component for listeners to see what is happening. Using the example of a superhero story, discuss how a radio jockey would create imageries in the mind of listeners.

[4]

Question 6

- (i) Explain *any four* characteristics of Podcasts.
- OR**
- (ii) Explain *any four* characteristics of Smartphones.

[4]

Question 7

Classroom learning has evolved due to the introduction of Technological Media Convergence. Explain.

[4]

Question 8

Provide an understanding of 'drama' as a popular cinema genre.

[4]

SECTION C – 28 MARKS

Question 9

- (i) What is *new media*? How is it different from older forms of media? [3]
- (ii) Write *any four* advantages of New Media. [4]

Question 10

- (i) Television advertising creates a loyal following for specific products while also being cost-effective. Explain. [4]
- (ii) How does 'worm-eye view' provide a unique and dramatic effect during shooting? [3]

Question 11

[7]

- (i) Inappropriate Language and Spam are harmful and frustrating realities of online communication. Why is it important that netiquette counteract this?

OR

- (ii) Amplifiers and Sound Mixers are important hardware that help us manage and mix different sounds before delivering the final audio via radio. Explain.

Question 12

Read the passage given below and answer the questions that follow.

An Indian family moved to New Zealand due to promotion at the parents' workplace, that required a shift in location. The teenage children, who were reluctant about migrating to a new land, initially felt isolated in a place that was culturally different.

To cope with this, the children set up an account on a photo-sharing platform, where they could view and follow various cultural activities that their friends were taking part in, back in India. They also took photographs of themselves celebrating festivals.

Several other Indian families in New Zealand discovered their account and contacted them, inviting them to community events and sharing their own photographs. As a result, the family were able to find a pocket community with shared traditions where they felt represented and included. This also helped the children slowly adjust to the new country.

- (i) Why was representation important to the family in the above scenario? [1]
- (ii) How did the photo-sharing platform lead to the children gaining a sense of representation? [3]
- (iii) State *three* ways by which photo-sharing platforms would help the family adapt to the new country. [3]

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