

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 of the following is an example of mass media's role in cultural transmission? [1]
- (a) A parent teaching traditional songs to her child
 - (b) A television documentary about traditions
 - (c) Radio announcements about 'Fast Food' bans
 - (d) Oral conversations within friend-groups
- (ii) Journalism that favours a specific political party over others falls under the category of _____. [1]
- (a) sting operations
 - (b) advertorials
 - (c) paid news
 - (d) partisan reporting
- (iii) The process of auditioning and choosing specific actors for a television commercial is known as _____. [1]
- (a) casting
 - (b) grafting
 - (c) pioneering
 - (d) scripting
- (iv) Given below are two statements marked Assertion and Reason. Read the two statements carefully and choose the correct option. [1]
- Assertion:** Cyber bullying causes emotional distress to targets.
- Reason:** Cyber bullying is an example of netiquette.
- (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) _____ is a camera angle dealing with extreme distances, where individual features are not visible. [1]
- (vi) The statements, 'Girls lack the strength for sports' and 'Asians are good at music' are examples of _____. [1]
- (vii) _____ films include elaborate song and dance sequences. [1]
- (viii) State whether the following are True or False: [4]
- (a) A sound mixer is used to increase voltage from different inputs.
 - (b) Websites are special programs that can be downloaded from an 'App. Store'.
 - (c) Economic media convergence has allowed for better utilisation of income.
 - (d) The term *documentary* was coined by the Lumiere Brothers.
- (ix) State *one* advantage of Textual Media Convergence. [1]
- (x) How is being 'trustworthy' beneficial for a Journalist? [1]
- (xi) What is meant by the term *technical jargon*? [1]

SECTION B - 28 MARKS

Question 2

[4]

A student from a small town was used to referring to elders as 'Uncle' or 'Aunty' out of respect. Upon moving to the city, she realised that most elders did not appreciate being addressed by these titles.

How does the above example showcase the influence of cultural context on communication?

Question 3

[4]

- (i) Elaborate on *any two* functions of Advertising on television.

OR

- (ii) Briefly explain *handheld shots* and *crane shots*.

Question 4

[4]

How is the use of *active voice* and *simple sentences* beneficial to a radio jockey?

Question 5**[4]**

What is meant by the term *plagiarism*? Briefly explain *any two* consequences of plagiarism in journalism.

Question 6**[4]**

- (i) Discuss *cyber activism* with a relevant example.

OR

- (ii) What is *social media*? How is it a powerful platform for sharing information?

Question 7**[4]**

With the help of an example, explain why Animation Cinema genre appeals to a wide audience range.

Question 8**[4]**

New media has brought unintentional disadvantages with it. Explain *any two* such disadvantages.

SECTION C – 28 MARKS**Question 9****[7]**

Political media convergence has enabled politicians to communicate with voters in new and innovative ways. Explain with the help of a fictional example.

Question 10

- (i) How is *Manthan* an example of a successful parallel film? **[4]**
- (ii) Briefly explain *any three* issues depicted in the low budget production in Indian cinema. **[3]**

Question 11**[7]**

- (i) What is the role of a radio jockey at a radio station? Why is it important for a radio jockey to have knowledge of the recording equipment?

OR

- (ii) Provide a detailed understanding of the *pre-shooting* and *post-shooting* stages in film.

Question 12

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

Rashida was a school teacher in a village. The village folks had lived in darkness for years. The local authorities had announced an electrification project long ago, but never started it which made most homes rely on kerosene lamps. Complaints were filed, but they disappeared into piles of paperwork.

Rashida discovered a new government App. called 'TellUs', designed to enable citizens report civic issues directly by uploading photos, videos, and GPS locations on their smartphones. One evening, she took pictures of the broken transformers and recorded videos showing the unlit streets. She uploaded these on the App. which were visible to the district administration, local media, and the public.

Within few days only, the App.'s 'public dashboard' showed the village's problem trending as one of the top unresolved issues. Journalists started calling and activists covered the story on social media. The authorities, now aware of these unresolved complaints on the App., sent engineers immediately to fix the issue.

What had once been a powerless village had now learnt to hold the powerful accountable-all because of a small icon on a smartphone screen.

- (i) How did new media ensure that local authorities carried out their civic duties? [3]
- (ii) What is an *app*.? [1]
- (iii) State *any three* ways, other than the ones given in the above scenario, by which such Apps. are beneficial to people in rural India. [3]