2023

QUESTION PAPER

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MASS MEDIA & COMMUNICATION

Maximum Marks: 70

Time Allowed: Three hours

*Candidates are allowed **additional 15 minutes** for **only** reading the paper.*

*They must **NOT** start writing during this time.*

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*Answer all questions in **Section A, Section B** and **Section C**.*

***Section A** consists of **objective / very short answer** questions.*

***Section B** consists of **short** answer questions.*

***Section C** consists of **long** answer questions.*

The intended marks for questions or parts of questions are given in brackets [ ].

SECTION A - 14 MARKS

Question 1

(i) _____ is a fixed idea that is widely accepted as the standard image of a community. **[1]**

(a) Culture

(b) Stereotype

(c) Representation

(d) Society

(ii) Which of the following is **NOT** a characteristic of a good journalist? **[1]**

(a) Nose for news

(b) Trustworthy

(c) Inquisitiveness

(d) Plagiarism

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(iii) Which of the following electronic devices is used to increase voltage, current or power of a signal? [1]

(a) USB

(b) Amplifier

(c) Antenna

(d) Splitter

(iv) Which of the following cinema genres focuses on important rulers and leaders of the past? [1]

(a) Historical

(b) Comedy

(c) Sci-Fi

(d) Drama

(v) A website that regularly updates content, personal viewpoints and displays the latest information first is known as a _____. [1]

(vi) Online name calling and sharing of embarrassing content are examples of _____. [1]

(vii) Content, Computing and Communication are the 3C's of _____. [1]

(viii) State whether the following are True or False: [4]

(a) Culture is created, shaped, transmitted and learnt through communication.

(b) A good radio script must contain technical jargon relevant to the show's topic.

(c) Fake news contains incorrect information that appears as credible journalistic reports.

(d) Dada Saheb Phalke was known as the Father of documentary films.

(ix) What is the primary purpose of video sharing platforms? [1]

(x) State *any two* dimensions of Media Convergence. [1]

(xi) Which regulatory body in India certifies films for public viewing before they are released? [1]

SECTION B - 28 MARKS

Question 2 [4]

With the help of an example for each, explain *any two* ethical issues that arise from Sensationalism.

Question 3 [4]

(i) Provide *any two* points of difference between *representation* and *stereotyping* in Mass Media.

OR

(ii) With the help of an example, briefly explain the role of Mass Media in the transmission of culture.

Question 4 [4]

Briefly explain the importance of the following for a Radio Jockey:

(a) Language skills

(b) Connectedness with the audience

Question 5 [4]

What is a Sci-Fi genre? What does this genre focus on?

Question 6 [4]

(i) State *any two* examples of online frauds. How can netiquettes be followed to avoid these online frauds?

OR

(ii) What is *social networking*? How can social media help in connecting different communities?

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Question 7 [4]

Briefly explain *media convergence*. State *any two* benefits of Technological Media Convergence.

Question 8 [4]

Write *any four* functions of the Press Council of India.

SECTION C – 28 MARKS

Question 9 [7]

Provide *any three* points of difference between Technological Convergence and Textual Convergence. State *any two* examples of each.

Question 10

(i) Briefly explain how social media has changed the way in which people participate in democracy in present times. [3]

(ii) Write a brief note on *any two* examples of cyber activism that have brought political or social change. [4]

Question 11 [7]

(i) What is the purpose of film certification? Elaborate on the following film certifications:

(a) U

(b) A

(c) U/A (UA)

OR

(ii) Who invented the Cinematographe? Elaborate on their contribution as pioneers of early cinema in the world.

Question 12

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

A private company advertised face masks as 100% effective and reusable. It claimed that these face masks would protect the consumers from all kinds of viruses. Due to the popularity of the advertisement, the company made huge sales.

After a short period of sale, the consumers registered complaints against the product. They complained that the product was not reusable nor was it as effective as advertised. The company had made false claims to increase sales.

(i) Give *any two* examples, from the case given above, to show that the company did not practise responsible advertising. **[1]**

(ii) State *any three* possible negative consequences of the advertisement referred to in the passage above. **[3]**

(iii) Which body, under Advertisement Standard Council of India, can the consumer approach to register grievances? State *any two* ways by which this body helps resolve consumer's grievances. **[3]**

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