Class: XII
Mass Media Studies (072)
Marking Scheme 2018-19

Time allowed: 3 Hours **Maximum Marks: 80**

	SECTION –A (1X8)	**8**
1.	LAN – Local Area Network. WWW – world wide web	**1**
2.	Mise-en-Scene – is a French Term which literally means 'to put into scene' or 'staging an action'. It signifies director's control over frames and individual shots. The term originated in the art of theatre in Europe.	**1**
3.	Audio Editing Software – Sound Free/ Sound Forge	**1**
4.	FM – Frequency Modulation and AIR – All India Radio.	**1**
5.	Closely aligned to the development of internet is the growth of Cloud Computing. It's the delivery of computing as a service rather than a product, whereby shared resources, software and information are provided to computers and other devices as a utility. The term 'Cloud' is used as a metaphor.	**1**
6.	POP – Point of Purchase Advertising- a lot of our buying is impulsive. Something attracts us and we end up buying it on the spot. Point of purchase advertising is precisely designed to induce us into such buying. Various windows displays, floor stands, banners are strategically placed like near the payment counters – so that it catches our eye.	**1**
7.	Covert Adverting – is presently a hot trend in promoting products and services. It embeds a product or a brand in entertainment or media. Like Aston Martin in James Bond. When a product is disguised in entertainment.	**1**
8.	ICE Age- Information, communication, entertainment.	**1**
	SECTION – B (3X5)	**15**
9.	Multicast – Radio, TV and Satellite communication is referred to as Multicast, meaning one-way communication from single sending source to unlimited number of receivers. The internet transmission is 'Unicast', referring to two-way communication and being interactive.	**3**
10.	Raymond Williams was an influential critic. In his book Television: Technology and Cultural form he proposed the term 'flow' to describe the distinctive nature of television. In his trip to USA in 1970, he became aware of 'continuous interruption' of advertising. British TV did not have such interruptions. He submits that TV transmission has an ongoing main narrative, which is constantly interrupted with advertisements and messages. Over a period of time this	**3**

	continuous interruption becomes a part of the overall narrative and the audiences get used to it.	
11.	Various functions of Multi Media – can be used as a great support in planning and executing any project, can be used to explain or propose a concept, using multimedia while preparing content for any topic makes the process more organized and precise, the teaching and learning can be more interactive.	**3**
12.	Students to mention briefly about any two genres of Radio Programme from – Radio Play, News Bulletins, News Reels, Radio Documentaries, Countdown Shows, Radio Talk, Quiz Show, etc. (Reference- Pg- 77)	**3**
13.	Majid Tehranian (IRAN) says that three Megatrends characterize our own era (21^{st} century) and perhaps the rest of the 21^{st} century. These are – Globalization, Regionalization and Democratization. He says that globalization and regionalization are proceeding rapidly aided by technical progress and global and national institutions. However, democratization is lagging somewhat behind. In the past 1991 (collapse of Soviet Union) world he sees democratization to have become an unmistakable force throughout the world	**3**
	SECTION – C (4X6)	**24**
14.	Uses and gratification – given by Katz in 1960's and asked a different question 'What do the audiences do with the media'? It postulates that 'media' is a highly available product and audiences use this product in the same way as they would use any other product or service. Consumers of the media product are active and they shop around, consider alternatives and make choices. Propaganda – it is considered to be the content that tries to portray 'an ideology' as the best and other view points as being unacceptable or evil in nature. It is generally biased towards one agenda. Propaganda is usually of two types – Direct and Subtle propaganda	**4**
15.	SUBJECTIVE – Reference page no. 124	**4**
16.	Script-Structure of a Soap-Opera – the plot of a soap opera has a few parallel tracks and sub-plots in the storyline which run simultaneously with the main story. This is usually done to provide bigger substance for the soap-opera. The flexibility of tracks and characters are intrinsic to the planning of a soap opera. The possibilities of mid- course correction are also a highlight.	**4**
17.	Various functions of advertising are – it introduces a new product into the market, it helps distinguish a product from its competitors, through persistent message and associations, it creates a brand identity, it sustains interest in an existing brand, it creates brand loyalty, it expands sales, it creates new demand, it creates a buzz and keeps the idea of the product going.	**4**

18.	Process of Adaptation – during the process of adaptation – (i) A new narrative is formed, (ii) The new narrative is formed in another medium, (iii) Script-writer and director is the new author of this narrative, (iv) Historical and cultural context of the original may change, (v) The new narrative is an interpretation of the original, (vi) Cinema is able to add new things as it can borrow liberally from other arts, (vii) Cinema is able to do so, as it is a recording medium. (viii)	**4**
19.	Every campaign pitches itself at a level depending upon its purpose. If it is introducing a new product in a competitive market, then it will be an aggressive campaign, one that is aimed at catching everyone's attention by creating a buzz in the market about the new product. If it is an already well-established product then it may take less aggressive tone and may be will to seek to appeal in a familiar way to the customer. It will seek to renew the already established bond in an innovative way. The audio-visual strategy or the nature of the images and text will depend upon the 'the pitch' that has been set.	**4**
	SECTION –D (5X3)	**15**
20.	AD Campaign design – Creative ability question. (Students to refer Unit 4)	**5**
21.	**Neo-Realism** – a moment in art is always a product of historical conditions in different societies. It is seen that a certain set of beliefs or an ideology is shared between creative minds of the period. Every school of thought has its rise and fall. A moment call Neo-Realism emerged in Italy during World War II and the fall of fascism. Popular cinema in 1940s was completely divorced from real life. They presented super rich, luxurious lifestyle of characters that the audience could not relate to. Many of these films were full of curios like the white telephone on which characters were often seen chatting at length. To present the reality Neo-Realism brought authenticity of a documentary reality to stories, characters and situation. This authenticity was achieved through new means like casting non actors even in lead roles, casting stars in non-glamorous roles, shooting on actual locations, and by filming simple stories with simple characters. Prominent directors were – Luchino Visconti (The Earth Trembles) and Vittorio De Sica (Bicycle Thieves) **Expressionism** – 'the reality of the inner world projected'. German expressionism was a movement that ran parallel to the soviets in 1920's. But there mood and preoccupation were totally different. Germans were recovering from a shattering defeat in the World War I. The humiliation of Treat of Versallies added insult to the injury. Germany was being bled of its income and resources. The existential angst of those times was reflected in the films of that period. Most films dealt with realities that were nightmarish. Expressionism is a break from the reality with imagined landscape. Thus to move away from reality of the everyday life, filmmakers constructed a symbolic one. This movement got its name from the term expressionism that had existed in	**5**

	visual and dramatic arts. An expressionist does not see but has 'Visions'. Eg – Vincent Van Gogh (Netherlands), Edvard Munchi (Norway) etc.	
22	Jerome Brumer an eminent psychologist outlines 10 important characteristics of narrative in his book "The Narrative Construction of Reality" –Time, Particularity, Characters with quality, Story, Canonicity and breach, Referentiality, Genericness, Normativeness, Context Sensitivity and Negotiability and Narrative Accrual.	**5**
	SECTION –E (6X3)	**18**
23.	Tabloid Press – casual approach, news mainly about celebrities gossip, more pictures less text, broad catchy headlines, conversational catchy language, shorter and thinner than broadsheet, deals with private lives of celebrities (yellow journalism). Eg – Mumbai Mirror Broadsheet Press – serious and important news, less pictures and more text, simple linear headlines, formal language, broader & longer than tabloid, expensive than tabloid, quality press. Eg – The Hindu. Berliner – is a little narrower and shorter than the broadsheet and slightly taller and wider than the tabloid. Like the broadsheet it connotes quality and serious journalism. It is popular in European and North American countries. Example – La Monde, The Guardian, Mint.	**5**
24.	Multimedia is a means to process and structure information into a well-defined structure. Multimedia is called so because it incorporates many other media such as text, graphics, animation, audio and video. Students can explain the following hardware devices – CPU, Monitor, Scanner, Touchscreen, Video grabbing card, mouse etc.	**5**
25.	Market segmentation – is the process of breaking down a larger market into smaller segments with specific characteristics. It helps to customize a product/ service and also evolve the advertising strategy to reach the target group. Target market segments are typically divided into (Process) – 1. Geographic- based on the socio- economic structure of rural urban population is different and affects the purchasing power. 2. Demographic – many factors affect the customers as individual like age, race, religion, gender, income level, family size, occupation, education level and marital status. 3. Behavioristic – customers reason for purchasing a product can be varied and complex. It could be fascination with a product or identification with a brand or loyalty with an existing brand or it could be the cost etc. 4. Psychographic - the desire for the felling of elevated status, enhanced appearance and feeling rich are some considerations. It applies specially to luxury items.	
	OR	

	Prototype of an advertisement is a sample of an ad which is used to test the effectiveness of an advertising campaign before the launch of the product in market. CLT – Central Location Test. During CLT different groups from within the target audience are exposed to the prototypes of the different concepts. There feedback is taken and analysed and then accordingly the final decision is taken about the approach to be taken. The conclusion reached has to be very objectively and open- mindedly accepted. This is very crucial because these results could the real pointers to how the customers would react to the messages. Quota Sampling – is a method of selecting survey participants. In quota sampling a population is first segmented into mutually exclusive sub-groups. Then the judgement is used to select the subjects from each segment based on a specified proportion. Quota sampling is of two types – qualitative and quantitative.	

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