

# MASS MEDIA AND COMMUNICATION

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**Maximum Marks: 70**

**Time Allotted: Three Hours**

**Reading Time: Additional Fifteen minutes**

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## **Instructions to Candidates**

1. You are allowed an **additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during the 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 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 media's role as a catalyst for social change? [1]
- (a) Weather updates
  - (b) Online protests
  - (c) Educational cartoons
  - (d) Radio Music
- (ii) Sensationalism in journalism refers to the: [1]
- (a) Use of exaggerated headlines to attract attention
  - (b) Objective and unbiased reporting of news events
  - (c) Promotion of ethical standards in journalism
  - (d) Accurate and timely reporting of news stories
- (iii) Which of the following is a characteristic of a radio script? [1]
- (a) Use of technical jargon and complex sentences
  - (b) Passive voice and formal language
  - (c) Avoidance of creating imagery
  - (d) Conversational language and simple sentences
- (iv) **Assertion:** Parallel Cinema produced low-budget films that depicted social realities and challenged mainstream commercial cinema. [1]
- Reason:** It aimed to address social issues and promote artistic expression.
- (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) \_\_\_\_\_ includes one's beliefs, traditions and way of life. [1]
- (vi) With the help of \_\_\_\_\_ media convergence, we can access several applications on a single device. [1]
- (vii) \_\_\_\_\_ is the government body that protects Indian consumers' interests through self-regulation in advertising. [1]

- (viii) State whether the following are True or False: [4]
- (a) Media empowers people to act, react and interact for better understanding.
  - (b) The social dimension of media convergence has led to the rise of user created content.
  - (c) The massive use of social movements has led to demotivation and dissatisfaction among people.
  - (d) All radio studios do not necessarily require a sound mixer.
- (ix) Which type of media convergence includes stories which are reused and remixed across multiple media platforms? [1]
- (x) What does TRAI stand for? [1]
- (xi) Mention any one characteristic of a well-written radio script. [1]

### SECTION B - 28 MARKS

**Question 2** [4]

The growth of media has allowed for a much wider exposure and better development of culture especially online.

Based on the above statement, explain how access to the internet has proved to be an effective vehicle of cultural transmission.

**Question 3** [4]

- (i) A journalist was required to cover a story about a missing child. Why should the journalist approach this topic with 'empathy'?

**OR**

- (ii) Fake news is extremely dangerous for the public, but potentially profitable for journalists. Explain.

**Question 4** [4]

Briefly discuss how a radio jockey's ability to connect with the audience results in a successful radio programme.

**Question 5**

- (i) Provide a brief understanding of Genre Theory. [2]
- (ii) Why are Action films considered entertaining? [2]

**Question 6** [4]

(i) How does social media empower individuals and promote cyber activism?

**OR**

(ii) Discuss any two types of social media platforms.

**Question 7** [4]

What is the role of the Press Council of India?

**Question 8** [4]

Explain the Technological dimension of media convergence.

### **SECTION C – 28 MARKS**

**Question 9** [7]

(i) Political media convergence has allowed for a better connection with the public and facilitated public participation and discussion. Elaborate.

**OR**

(ii) What is social media convergence? Discuss the ways in which it affects audience's interaction with media content.

**Question 10**

(i) How does representation counter stereotyping in mass media? [3]

(ii) How does representation lead to stereotyping in mass media? [4]

**Question 11** [7]

(i) Elaborate on the contribution made by the following towards the evolution of cinema.

(a) Lumiere Brothers

(b) Robert Flaherty

**OR**

(ii) Explain the following cinema genres:

(a) Crime

(b) Westerns

## Question 12

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

Maria went to a foreign country for higher studies. Though she quickly made friends in her college, she felt that people constantly misunderstood her due to her mannerisms. She could not effectively take part in local cultural activities.

On seeing her discomfort, one of her friends introduced her to the college social media site, where students shared information and spoke about their backgrounds.

Upon becoming a member of this site, Maria was able to connect with like-minded students as well as explain and share her culture with them. They were able to adopt components of each other's cultures and became a more inclusive community.

- (i) What type of identity did Maria become a part of in the above scenario? [1]
- (ii) How does 'sharing of information' online lead to the creation of this type of identity? [3]
- (iii) Based on the above passage, state any three ways by which social media has made the world a more inclusive place. [3]