

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 each 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 unethical practice by journalists to attract readers to their articles? [1]

- (a) Quick news
- (b) Sensationalism
- (c) Hard news
- (d) Advertorial

(ii) What is the primary purpose of *social media platforms*? [1]

- (a) Rent property to potential buyers
- (b) Sell products to consumers
- (c) Connect people and facilitate communication
- (d) Provide medical advice to patients

(iii) Which of the following prevents a radio jockey from being an effective speaker? [1]

- (a) Fluency and creativity
- (b) Knowledge of radio equipment
- (c) Clarity of speech
- (d) Formal tone with the audience

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

Assertion: Social media movements achieve broad public goals over a span of time.

Reason: This involves long and continuous social effort and action by people and media.

- (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) Computing and Communication are a part of the 3C's of media [1]

(vi) Elderly people are often portrayed in media as forgetful, old fashioned and critical of the younger generation. This is an example of _____ [1]

(vii) A device that converts electronic signals into a sound is known as an / a [1]

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

- The use of spam while sending emails is an online etiquette.
- Media convergence has expanded the boundaries of traditional media.
- Plagiarism is considered ethical in journalism as it involves creativity.
- An 'A' rating in cinema implies that the audience must be at least twelve years of age.

(ix) Harpreet exited a movie theatre laughing and feeling light-hearted. [1]
Which genre of movie would Harpreet have watched?

(x) Which organisation examines complaints from consumers against unfair, misleading and false claims in advertisements? [1]

(xi) Mention *any two* examples of technological media convergence. [1]

SECTION B - 28 MARKS

Question 2 [4]

Though sting operations have resulted in conclusive evidence, they often face criticism due to ethical issues.

Briefly discuss *any two* ethical issues that result from conducting sting operations.

Question 3 [4]

(i) *Conversational language* and use of *simple sentences* are two important characteristics of a good radio script. Explain.

OR

(ii) State and explain *any three* types of microphones based on how they capture sound.

Question 4 [4]

Briefly explain the role of media in the transmission of culture, focusing on how it creates a culturally rich world.

Question 5 [4]

Provide *any four* points to differentiate between the *action* and *musical* genres in cinema.

Question 6**[4]**

(i) List *any four* ways to protect oneself from *online frauds*.

OR

(ii) State *any four* negative consequences of sharing photographs on social media platforms.

Question 7**[4]**

State *any four* functions of the Advertisement Standard Council of India.

Question 8**[4]**

With the help of an example, briefly explain the term *textual convergence*. State *any two* benefits of Textual Media Convergence.

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

(i) Which regulatory body maintains the standard of print media in India? Elaborate on *any three* of its functions.

OR

(ii) Elaborate on the categories of film certification by Central Board for Film Certification (CBFC). Write a brief note on the Cinematograph Act of Central Board for Film Certification (CBFC).

Question 10

(i) Write a brief note on *any two* social movements that have brought about social change. **[4]**

(ii) What is *representation*? State *any one* example of representation in common media. **[3]**

Question 11**[7]**

(i) Discuss the characteristics of parallel cinema as an alternate to mainstream commercial cinema in India.

OR

(ii) Elaborate on the role of Dada Saheb Phalke in Indian cinema.

Question 12

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

Ravi excelled in art and wanted to become a fashion designer. With support from his parents and teachers, he created a social media account to display the dresses that he had designed. To his shock and dismay, he started receiving hurtful comments and was teased by fellow social media users. He received several messages stating that a 'boy' should not follow a 'girl's' profession.

Initially, he was demotivated to showcase his designs. However, he was eventually approached by a fashion magazine company that was inspired by his work and requested him to share some of his designs with them. They published some of his designs in their magazine which became popular in the professional fashion community. This helped him gain fame and recognition.

- (i) What was Ravi subject to in the above scenario? [1]
- (ii) State *any three* ways by which Ravi could have been negatively impacted in the above scenario. [3]
- (iii) Netiquette prevents demoralisation and allows people to confidently pursue their goals. Explain. [3]