

# 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.*

---

*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) Which one of the following is used in radio transmission? [1]
- (a) MP3
  - (b) F.M. / A.M.
  - (c) Beta waves
  - (d) Bluetooth
- (ii) Which one of the following is considered 'unethical' in Journalism? [1]
- (a) Empathetic attitude of the journalist
  - (b) Inquisitiveness on the part of journalist
  - (c) News that is paid
  - (d) Interviews and opinions of the public

---

This Paper consists of 5 printed pages and one blank page.

1224-879

© Copyright reserved.

Turn over

- (iii) Which one of the following statements is **CORRECT** about the Press Council of India? [1]
- It has built a code of conduct for journalists.
  - It protects the interests of service providers.
  - It certifies films for public viewing.
  - It prevents objectification.
- (iv) **Assertion:** Stereotyping results in misrepresentation of a community. [1]  
**Reason:** Stereotyping is always done intentionally to harm a community's image.
- Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
  - Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
  - Assertion is true and Reason is false.
  - Both Assertion and Reason are false.
- (v) \_\_\_\_\_ is a social media platform that enables a user to share short videos of personal experiences. [1]
- (vi) Shyam Benegal is best known for directing the film \_\_\_\_\_. [1]
- (vii) Nancy uses her smart phone to watch movies, access maps and music. This is an example of \_\_\_\_\_ media convergence. [1]
- (viii) State whether the following are True or False. [4]
- Microphones that pick up sound from all directions are called *unidirectional* microphones.
  - Netiquettes include online bullying and online frauds.
  - Textual media convergence has made it easier for all age groups to access information.
  - 'Nanook Of the North' is considered to be one of Dada Saheb Phalke's greatest works.
- (ix) The 'A' film certification discourages child viewership. Mention *any two* reasons for an A rating of a film. [1]
- (x) An understanding of the emotions of people allows a journalist to ask appropriate questions. Which quality of a good journalist does this refer to? [1]
- (xi) Mention *any one* way by which television, as a form of mass media, can influence culture. [1]

## SECTION B - 28 MARKS

### Question 2

Many small tribal communities in India have a rich cultural heritage but often go unnoticed. With the advancements in technology, they have acquired a voice and a medium to display their culture.

- (i) Briefly explain why representation is important for such tribal communities in India. [2]
- (ii) State *any two* ways by which media can be used to increase representation of small tribes. [2]

### Question 3

- (i) Partisan reporting has long-lasting, negative effects on society. Explain how this form of reporting is unethical. [4]

OR

- (ii) 'Nose for news' and 'Inquisitiveness' are seemingly similar qualities of a good journalist. Explain the difference between these two qualities.

### Question 4

- (i) How has *cyber-stalking* made social media unsafe? [2]
- (ii) State *any two* consequences of online bullying on the victim. [2]

### Question 5

Elaborate on *any four* components of the *low budget production process* in cinema. [4]

### Question 6

- (i) With the help of an example, briefly discuss the term *technical jargon*. How does it hinder radio communication? [4]

OR

- (ii) State and briefly explain *any four* kinds of radio equipment.

**Question 7**

[4]

Highlight *any four* features of Social Convergence.

**Question 8**

[4]

State *any four* functions of the Consumer Complaints Council.

**SECTION C – 28 MARKS**

**Question 9**

[7]

(i) Discuss why Comedy is considered a popular cinema genre.

**OR**

(ii) Briefly explain the contribution of John Grierson in the evolution of cinema.

**Question 10**

(i) Provide *any six* netiquettes one should follow while using social media. [3]

(ii) Elaborate *any four* ways by which social media helps in creating a *collective identity*. [4]

**Question 11**

[7]

(i) Which regulatory body is responsible for maintaining the standards of news in India? Briefly explain *any three* situations it aims to prevent.

**OR**

(ii) Which body regulates telecom service in India? Explain *any three* of its roles.

## Question 12

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

Shirin lived in a neighbourhood where the use of domestic help was common. The families in her neighbourhood often mistreated and verbally abused their domestic workers. During one of the residents' welfare meetings, she tried to persuade the families to treat the domestic workers in a humane manner. However, the families did not heed to her suggestion nor did they change their attitude.

Shirin wrote and submitted an article on the mistreatment of domestic workers to a local newspaper. As a result, she was approached by the local television channels who covered this story.

Due to media intervention and public criticism, the families in Shirin's neighbourhood began to treat their domestic help in a better way.

- (i) State *any two* tools that Shirin could have used to change the social behaviour, apart from the ones mentioned in the passage. [2]
- (ii) Briefly explain how the use of media tools by Shirin initiated a positive and a beneficial social movement. [2]
- (iii) State *any three* negative consequences of a social movement. [3]