

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 a computer-based technology that facilitates the sharing of ideas and information with the help of virtual networks and communities? [1]
- (a) Social Media
 - (b) World Wide Web
 - (c) Browser
 - (d) Internet
- (ii) The genre of cinema that deals with solved or unsolved police cases is known as _____. [1]
- (a) Comedy
 - (b) Drama
 - (c) Crime
 - (d) Science-fiction

- (iii) What type of language is used by a Radio Jockey when communicating with the public? [1]
- (a) Formal
 - (b) Conversational
 - (c) Multi-lingual
 - (d) Common
- (iv) Which one of the following is **NOT** a part of culture? [1]
- (a) Food
 - (b) Language
 - (c) Economy
 - (d) Religion
- (v) The Lumiere brothers were the creators of the _____. [1]
- (vi) A mobile phone that allows the user to view images, surf the web and listen to music is an example of _____ convergence. [1]
- (vii) The occurrence of an illegal activity online is known as _____. [1]
- (viii) State whether the statements given below are True or False: [4]
- (a) Media can be considered a vehicle for cultural transmission.
 - (b) Cross-media content has become possible because of technological convergence and the user's understanding of various platforms.
 - (c) Blogs are solely designed for the sharing of photos and videos.
 - (d) A radio jockey needs to create visual imagery through his speech due to the lack of visual elements in radio.
- (ix) Online newspapers are a by-product of which type of convergence? [1]
- (x) Which government body helps newspapers maintain their independence in India? [1]
- (xi) State *any two* film certifications regulated by the Central Board of Film Certification. [1]

SECTION B - 28 MARKS

Question 2 [4]

Elaborate on how social media has acted as catalyst for social change.

Question 3 [4]

(i) Differentiate between *trustworthiness* and *empathy* as two qualities that a journalist should possess.

OR

(ii) What are sting operations in journalism? State *any two* ethical issues in conducting sting operations.

Question 4 [4]

What is a *radio studio*? Briefly explain how it functions.

Question 5 [4]

Differentiate between *cyber stalking* and *online bullying*.

Question 6 [4]

(i) Who was Robert Flaherty? What was his role in the evolution of cinema?

OR

(ii) Elaborate on the parallel cinema movement that occurred in India.

Question 7 [4]

Briefly discuss the role of the Central Board for Film Certification.

Question 8 [4]

Elaborate upon *any four* benefits of media convergence.

SECTION C – 28 MARKS

Question 9

[7]

How is *social media convergence* different from *political media convergence*? Provide suitable examples for each.

Question 10

- (i) Briefly explain how communication has led to social change. [3]
- (ii) Give *any two* examples of social movements to support your answer. [4]

Question 11

[7]

- (i) Discuss the role and functions of the Telecom Regulatory Authority of India.

OR

- (ii) How has low budget production processes aided India's cinema industry? Explain the role of milk producers in India in the production of the film *Manthan*.

Question 12

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

Geeta, a student of Fashion Designing, uploaded some of her designs on her college's online forum. She wanted the feedback of her batchmates and seniors so that she could make necessary modifications in her designs. Initially, she received positive feedback and suggestions. Later, a few people sent personal messages to her criticising and insulting her designs. Geeta felt demotivated and began to lose confidence in herself.

- (i) Briefly state *any three* negative impacts of cyber trolling. [3]
- (ii) Explain *any two* ways in which the college authorities can enforce netiquettes to prevent cyber trolling. [4]