

# 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.)

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Answer **Question 1** from **Part I** and **five** questions from **Part II**.

The intended marks for questions or parts of questions are given in brackets [ ].

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## PART I (20 Marks)

Answer **all** questions.

### Question 1

Answer briefly each of the following questions:

[10×2]

- (i) Why is media considered to be a vehicle in cultural transmission?
  - (ii) What is meant by the term *stereotype*?
  - (iii) With reference to media, explain the term “social change”.
  - (iv) What is an amplifier?
  - (v) What is meant by the term “genre” in cinema? State *any two* examples.
  - (vi) Define *social media*.
  - (vii) What is *cyber activism*?
  - (viii) Name *any two* media regulatory bodies in India.
  - (ix) What is meant by *media coverage*?
  - (x) What are *netiquettes*?
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**PART II (50 Marks)**

*Answer any five questions.*

**Question 2**

- (a) Explain the qualities of a good journalist. [5]
- (b) Write a short note on each of the following: [5]
- (i) Fake news
- (ii) Paid news

**Question 3**

- (a) What is meant by *culture*? Explain the relationship between *culture* and *mass media*. [5]
- (b) State *any two* social movements which prove that media is a catalyst for social change. [5]

**Question 4**

- (a) State and explain *any two* characteristics of a radio script. [5]
- (b) Explain *any two* skills a Radio Jockey should possess. [5]

**Question 5**

- (a) State and explain *any five* types of microphones. [5]
- (b) State and explain *any five* types of transmission equipment. [5]

**Question 6**

- (a) Briefly explain the contributions of the following people to Cinema: [5]
- (i) Lumiere Brothers
- (ii) Dada Saheb Phalke
- (b) Explain the issues faced by the parallel cinema movement in India. [5]
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**Question 7**

- (a) Explain *five* types of social media platforms. [5]
- (b) What is *cyber-crime*? Name and explain *any two* types of cybercrimes. [5]

**Question 8**

- (a) State and explain the dimensions of media convergence. [5]
- (b) Explain the three C's of media convergence. [5]

**Question 9**

- (a) State five functions of the Press Council of India. [5]
- (b) Explain the categories under which the Central board of Film Certification certifies films. [5]

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