

MASS MEDIA AND 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 **Question 1** from **Part I** (compulsory) and **five** questions from **Part II**.
The intended marks for questions or parts of questions are given in brackets [].

PART I (20 Marks)

Answer **all** questions.

Question 1

Answer briefly each of the following questions:

[10 × 2]

- (i) What is meant by the term *culture*, with reference to Mass Media?
- (ii) What is the use of an amplifier?
- (iii) Why are language skills important for a good journalist?
- (iv) What is meant by the term *fake news*?
- (v) Why is it important to avoid technical jargon when writing for radio?
- (vi) What is meant by *parallel cinema movement*?
- (vii) What is a *photo sharing site*?
- (viii) Why should spamming be avoided in social media?
- (ix) What is *trolling*?
- (x) What is the role of the Press Council of India?

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PART II (50 Marks)

Answer any **five** questions.

Question 2

- (a) Though media is a vehicle of cultural transmission, it also brings about stereotyping. Explain. [5]
- (b) Explain *communication* in the cultural context. [5]

Question 3

- (a) With reference to the qualities of a Journalist, differentiate between *nose for news* and *inquisitiveness*. [5]
- (b) Explain how *sensationalism* and *plagiarism* go against the ethics of journalism. [5]

Question 4

- (a) Why should *conversational language* and *active voice* be used while writing for radio? [5]
- (b) Differentiate between *Dynamic microphones* and *Condenser microphones*. [5]

Question 5

- (a) Explain the role of a Radio Jockey. [5]
- (b) Why does a Radio Jockey need to have the following skills: [5]
- (i) Knowledge about recording equipment.
 - (ii) Command over language.

Question 6

- (a) Explain the contribution made by John Grierson to Cinema. [5]
- (b) What was the idea behind the movie *Manthan* by Shyam Benegal? Briefly explain its impact. [5]

Question 7

- (a) Explain the following: [5]
- (i) Social networking sites
 - (ii) Video sharing sites
- (b) Explain the role of social media in creating collective identities. [5]

Question 8

State the role and *any one* function of each of the following:

- (a) Central Board for Film Certification. [5]
- (b) News Broadcasting Standards Authority of India. [5]

Question 9

- (a) What is media *convergence*? Briefly explain its social dimension. [5]
- (b) Explain the technological and political dimensions of Media Convergence. [5]