

**Sample Question Paper**  
**Subject: Mass Communication (335)**

**Time: 3 hrs**

**Maximum Marks: 80**

**Note:**

- i. This question paper consists of 43 questions in all.
- ii. All questions are compulsory.
- iii. Marks are given against each question.
- iv. For optional module, all Option I or Option II in all sections.
- v. **Section A** consists of **Q.No. 1 to 16** – Multiple Choice type questions (MCQs) carrying 1 mark each. Select and write the most appropriate option out of the four options given in each of these questions. An internal choice has been provided in some of these questions. You have to attempt only **one** of the given choices in such questions.
- vi. **Section B** consists of **Q.No. 17 to 28** – Objective type questions carry 02 marks each (with 2 sub-parts of 1 mark each). Attempt these questions as per the instructions given for each of the questions 18 – 28.
- vii. **Section – C**
  - a. **Q. No. 29 to 35** – Very Short questions carrying 02 marks each to be answered in the range of 30 to 50 words. Q. No. 34 to 35- consists of optional module A and optional module B questions.
  - b. **Q. No. 36 to 41** – Short Answer type questions carrying 03 marks each to be answered in the range of 50 to 80 words.
  - a. **Q. No. 42 to 43** – Long Answer type questions carrying 04 marks each to be answered in the range of 80 to 120 words. Q. No. 43- consists of optional module A and optional module B questions.

<b>Section - A (Objective Part)</b>		
<b>Q. No.</b>	<b>Questions Description</b>	<b>Marks</b>
	<b>Q. No. 1 to 16 are the objective type of questions (1 mark each):</b> An internal choice has been provided in some of these questions. You have to attempt only one of the given such questions.	
1.	<p><b>(i) Gandhi ji started the Indian Opinion Newspaper in</b></p> <p style="margin-left: 40px;">A. 1903 B. 1904 C. 1903 D. 1804</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) Who developed the typo of early printing?</b></p> <p style="margin-left: 40px;">A. Johannes Gutenberg B. Edward De Buno C. Tom Wolfe D. None of the above</p>	1

2.	<p><b>(i) What do you mean by Development Communication?</b></p> <p>A. About Change  B. It is about Changing for the better  C. It is about social and economic change for improvement or progress  D. All of above</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) What is the role of Development Communication?</b></p> <p>A. Understand the process of Development Communication  B. Know the audience  C. Prepare and distribute development messages to mass audience  D. All of above</p>	1
3.	<p><b>(i) Media ethics consists of</b></p> <p>A. Accuracy  B. Confidentiality  C. Protection of sources  D. All of the Above</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) Impact of the media on people.</b></p> <p>A. Positive  B. Negative  C. Both A &amp; B  D. None of the above</p>	1
4.	<p><b>(i) Which of the following was a later invention?</b></p> <p>A. Cinema  B. Radio  C. Print  D. Television</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) Which country began the first television service?</b></p> <p>A. UK  B. US  C. Spain  D. India</p>	1

5.	<p><b>(i) The production process can be divided into</b></p> <p>A. Two stages B. Four stages C. Three stages D. Five stages</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) Idea generation is a part of</b></p> <p>A. Pre production B. Production C. Post production D. None of the above</p>	1
6.	<p><b>(i) Who heads the ad team?</b></p> <p>A. Creative director B. Market researcher C. Copywriter D. Film director</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) Who is a media planner?</b></p> <p>A. One who selects the clients B. One who selects the advertising media C. One who selects the ad agency D. One who selects the research team</p>	1
7.	<p><b>(i) The concept of convergence is known as</b></p> <p>A. Several media forms will exist simultaneously. B. It gives a global media environment C. More media organizations running on single platforms D. All of above</p> <p style="text-align: center;"><b>Or</b></p> <p><b>(ii) What is meant by the term ‘Social networking site’?</b></p> <p>A. Site where anyone can open an social media account and become a member B. Those who want to be in touch with a lot of people. C. Interact with several people with whom you share ideas, thoughts and information. D. All of above</p>	1
8.	<p><b>Fill in the blanks (<i>attempt any one part</i>).</b></p> <p>(i) ..... channel dedicated to the subject of home, garden and family.</p> <p style="text-align: center;"><b>Or</b></p> <p>(ii) Before the advent of private channels.....was the only television channel available to the vast majority of Indians.</p>	1

9.	<p><b>The oldest existing newspaper in India know as</b></p> <p>A. The Gujarati daily (Mumbai Samachar)  B. The Calcutta Gazette  C. The Times of India  D. The Mirror</p>	1
10.	<p><b>RNI is known as</b></p> <p>A. The registrar of Newspapers of India  B. The registry of News in India  C. Indian Newspaper Registration  D. None of above</p>	1
11.	<p><b>In Indian readership is more for .....newspapers.</b></p> <p>A. Language  B. Speaking  C. Listening  D. Watching</p>	1
12.	<p><b>News values consists of</b></p> <p>A. Timeliness  B. Proximity  C. Controversy  D. All of the above</p>	1
13.	<p><b>Important elements of news consists of</b></p> <p>A. 4W + 1H  B. 5W + 1H  C. 4W + 2H  D. 3W + 3H</p>	1
14.	<p><b>Journalists should.....the information before printing it.</b></p> <p>A. Verify  B. Leak  C. Not verify  D. Break</p>	1
15.	<p><b>.....channels are the most popular category of television channels among children.</b></p> <p>A. Entertainment  B. News  C. Cartoon  D. None of the above</p>	1

16.	<p><b>Attempt any one part as per your optional Module</b></p> <p><b>16A- Traditional media is</b></p> <p>A. Non-technological in nature  B. Less expensive medium  C. Flexible in nature but culturally rigid  D. All of the above</p> <p style="text-align: center;"><b>Or</b></p> <p><b>16B- Photojournalism profession has in nature</b></p> <p>A. Those who are employed by the newspaper  B. The others who work as freelancers  C. Both A &amp; B  D. None of above</p>	<b>1</b>
<p><b>Section-B</b></p> <p><b>Q. No. 17 to 28 are Objective Questions  (2 marks each with two sub parts):</b></p>		
17.	<p><b>Fill in the blanks with appropriate word/s: (Attempt any two parts)</b></p> <p>(i)..... did not exist in India during the time of British rule.  ii) Convergence means the coming together of ....., ....., .....</p> <p>iii) An ..... form of communication does not ..... the earlier form.  iv) Social media is a part of .....media.</p>	1x2
18.	<p><b>State whether the following sentences are true or false. Attempt any two part</b></p> <p>i) New media has affected the interactive pattern of children.  ii) We can't talk to our friends through the computer.  iii) Children today are generally found to be socially active.  iv) We have very limited choices in New media.</p>	1x2

19.	<p><b>Attempt any two parts from following questions:</b></p> <p><b>(i) Announcements in Radio is very common, the basic function of announcement are</b></p> <ul style="list-style-type: none"> <li>A. To inform</li> <li>B. To educate</li> <li>C. To aware</li> <li>D. All of Above</li> </ul> <p><b>(ii) Radio programmers are decided on the basis of</b></p> <ul style="list-style-type: none"> <li>A. Needs of the audience</li> <li>B. Needs of the Announcers</li> <li>C. Need of Producer</li> <li><b>D. None of above</b></li> </ul> <p><b>(iii) A phone-in programme is also called</b></p> <ul style="list-style-type: none"> <li>A. Publicity programme</li> <li>B. Interactive programme</li> <li>C. Connecting programme</li> <li>D. Attractive programme</li> </ul>	1x2
20.	<p><b>Attempt any two parts from following questions:</b></p> <p><b>(i) Broadcasting goes in tier</b></p> <ul style="list-style-type: none"> <li>A. One tier</li> <li>B. Two tier</li> <li>C. Three tier</li> <li>D. Four tier</li> </ul> <p><b>(ii) Basic types of Radio Formats is to be known</b></p> <ul style="list-style-type: none"> <li>A. One</li> <li>B. Two</li> <li>C. Three</li> <li>D. Four</li> </ul> <p><b>(iii) AIR started its internet services on</b></p> <ul style="list-style-type: none"> <li>A. May 01, 1999</li> <li>B. May 01, 1998</li> <li>C. May 03, 1997</li> <li>D. May 03, 1996</li> </ul>	1x2

21.	<p><b>Fill in the blanks with the most appropriate word from those given in brackets: (Attempt any two parts)</b></p> <p>i) Public relations is a.....controlled phenomenon. (sender, receiver, message)  ii) The most important aspect of public relations is to focus on the..... (product, public, service)  iii) The target group that a political meeting has to focus on are the.....(consumers, patients, voters)</p>	1x2		
22.	<p><b>Write True or False (Attempt any two parts)</b></p> <p>(i) Public relations a two way communication process between an organization and its public.  (ii) Work of a media planner is mainly selects the ad agency.  (iii)Advertising principles mainly target the audience towards advertising terms, Grab attention and Basic needs of the consumer.</p>	1x2		
23.	<p><b>Match the Columns:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Columns I</b></p> <p>i) Station Director  ii) FM Channel</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Columns II</b></p> <p>a) FM Gold  b) Head of Programme wing  c) Head of engineering wing</p> </td> </tr> </table>	<p><b>Columns I</b></p> <p>i) Station Director  ii) FM Channel</p>	<p><b>Columns II</b></p> <p>a) FM Gold  b) Head of Programme wing  c) Head of engineering wing</p>	1x2
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24.	<p><b>Fill in the blanks (attempt any two parts).</b></p> <p>(i) Comedy shows are a type of ..... programme.  (ii) Television programmes are basically divided into the..... categories.  (iii) .....channels are television specialty channels that broadcast sporting events.  (iv) Pre production stage involves .....everything in advance.</p>	1x2		
25.	<p><b>Match the Columns:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Columns I</b></p> <p>i) Radio Announcer  ii) All India Radio</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Columns II</b></p> <p>a) Three-tier broadcasting  b) Presents programmes  C) Produce programmes</p> </td> </tr> </table>	<p><b>Columns I</b></p> <p>i) Radio Announcer  ii) All India Radio</p>	<p><b>Columns II</b></p> <p>a) Three-tier broadcasting  b) Presents programmes  C) Produce programmes</p>	1x2
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26.	<p style="text-align: center;"><b>Attempt any one part as per your optional Module</b></p> <p><b>26A - Attempt the following questions:</b></p> <p><b>(i) Myths and dilemmas about traditional media are very common.</b></p> <ul style="list-style-type: none"><li>A. Traditional media has no relevance in the present context</li><li>B. They are not effective for communication.</li><li>C. Both A &amp; B</li><li>D. Only B</li></ul> <p><b>(ii) The core objective of traditional media.</b></p> <ul style="list-style-type: none"><li>A. Transmit information with entertainment for rural population</li><li>B. To give information for urban population</li><li>C. No information gave to traditional media.</li><li>D. None of Above</li></ul> <p style="text-align: center;"><b>Or</b></p> <p><b>26B- Attempt the following questions:</b></p> <p><b>(i) Travel photojournalism involves the documentation of an area's is known as</b></p> <ul style="list-style-type: none"><li>A. landscape</li><li>B. People</li><li>C. Cultures &amp; Customs</li><li>D. All of above</li></ul> <p><b>(ii) What do you understand by composition?</b></p> <ul style="list-style-type: none"><li>A. The placement of subject</li><li>B. subjects within the picture frame</li><li>C. Only A</li><li>D. Both A &amp; B</li></ul>	1x2
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27.

**Attempt any one as per your optional Module**

1x2

**27A- Attempt any two parts from following questions:**

**(i) Which of the following is not a form of traditional media?**

- A. Traditional games
- B. Ballads
- C. Chat shows
- D. Puppetry

**(ii) Identify the forms of traditional media**

- A. Demonstration and Fair
- B. Interaction with experts
- C. Puppetry
- D. All of Above

**(iii) Types of Puppetry in India.**

- A. One
- B. Two
- C. Three
- D. Four

**Or**

**27B- Attempt any two parts from following questions:**

**(i) A technology called “Half tone” has been developed in the year.**

- A. 1780
- B. 1847
- C. 1950
- D. 1999

**(ii) How many types of photojournalism have been practiced in the world?**

- A. Two
- B. Four
- C. Six
- D. Eight and Above

**(iii)The first war photographs were made in the year**

- A. 1847
- B. 1857
- C. 1897
- D. 1900

28.	<p><b>Attempt any one as per your optional Module</b></p> <p><b>28A- State any two whether the following sentences are true or false.</b></p> <p>i) Traditional media is mostly electronic in nature.  ii) Traditional media requires basic infrastructure to receive it.  iii) Traditional media used in rural areas.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>28B- State any two whether the following sentences are true or false.</b></p> <p>(i) Manipulation of photographs is a violation of basic journalistic ethics.  (ii) A photojournalist can invent or recreate a situation according to his convenience.  (iii) Spot news photojournalism is one of the most common types of photojournalism.</p>	1x2
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### Section – C

**Q.No. 29 to 35: (V.S.A. (2 marks)) Attempt the following questions.**  
**2x7**

**Q. 29:** (i) List at least two forms of mass media.  
**2**

**Or**

(ii) List at least two national Hindi newspaper names.

**Q. 30:** Write any two positive and negative effects of the media.  
**2**

**Q. 31:** (i) Who is generally credited as the father of television?  
**2**

**Or**

(ii) What is IPTV?

**Q. 32:** Name the event which led to the arrival of satellite television in India.  
**2**

**Q. 33:** (i) Briefly explain the application of the term SME. **2**

**Or**

(ii) Who are venture capitalists?

**Attempt any one as per your optional module.**

### Optional Module A

**Q. 34A-** What do you understand by ‘ballads’?  
**2**

**Q. 35A- (i)** Define at three two occasions/ situations in which the traditional form of communication takes place.

2

**Or**

**(ii)** List any two environmental issues for which you can use traditional media.

### **Optional Module B**

**Q. 34B-** Name two events for which a photojournalist is prepared and two events for which he cannot be prepared?

2

**Q. 35B- (i)** How does a photojournalist prepare for a photo feature?

2

**Or**

**(ii)** Identify a factor which affects composition.

**Q.No. 36 to 41: (S.A. (3 marks)) Attempt the following questions.**  
**3x6**

**Q. 36:** Explain how news acts as a powerful tool. 3

**Q. 37:** (i) Give an account of qualities of a good news story.

3

**Or**

**(ii)** Explain news and news values.

**Q. 38:** (i) Describe the major events in the evolution of television. 3

**Or**

**(ii)** Describe various stages of television programme production.

**Q. 39: (a)** Explain the following: 3

- i. Evolution of public relations in India.
- ii. Structure of the government public relations department.

**Or**

**(b)** Describe the term 'public relations' with adequate examples.

**Q. 40:** Name any four media Units of the Ministry of Information and Broadcasting and write the type of mass medium used by them.

3

**Q. 41:** Interpret the creativity factor in New Media. 3

**Q. No. 42 to 43: (L.A. (4 marks)) Attempt the following questions.**  
**4x2**

**Q. 42: (i)** Explain in detail the working of a radio station.

4

**Or**

**(ii)** Differentiate between a radio discussion and a radio drama.

**Attempt any one as per your optional module.**

**Optional Module A**

**Q. 43A- (i)** Discuss the problems faced by traditional media forms for their survival?

4

**Or**

**(ii)** Explain how we can use traditional media for development issues?

**Optional Module B**

**Q. 43B- (i)** Explain with examples the role played by famous photojournalists in India before and after Independence.

4

**Or**

**(ii)** 'The issue of ethics in photojournalism has become more important in the digital age when it is very easy to transform the photograph on the computer'. Discuss.

**Marking Scheme**  
**Subject**  
**Mass Communication (335)**

<b>Section - A (Objective Part: 16 marks)</b>		
<b>Q. No.</b>	<b>Answer</b>	<b>Marks</b>
	<b>Q. No. 1 to 16 are the objective type of questions' answer (1 mark each):</b> An internal choice has been provided in some of these questions. You have to attempt only one of the given such questions.	
1.	(i) B. 1904  Or  (ii) A. Johannes Gutenberg	1
2.	(i) D. All of above  Or  (ii) D. All of above	1
3.	(i) D. All of the Above  Or  (ii) C. Both A & B	1
4.	(i) D. Television  Or  (ii) A. UK	1
5.	(i) C. Three stages  Or  (ii) A. Pre production	1
6.	(i) A. Creative director  Or  (ii) B. One who selects the advertising media	1
7.	(i) D. All of above  Or  (ii) D. All of above	1

8.	<b>Fill in the blanks (<i>attempt any one part</i>).</b>  (i) Lifestyle Channels  Or  (ii) Doordarshan	1
9.	A. The Gujarati daily (Mumbai Samachar)	1
10.	A. The registrar of Newspapers of India	1
11.	A. Language	1
12.	D. All of the above	1
13.	B. 5W + 1H	1
14.	A. Verify	1
15.	C. Cartoon	1
<b>Attempt any one part as per your optional Module</b>		
16.	<b>16A-</b> D. All of the above  Or  <b>16B-</b> C. Both A & B	<b>1</b>
<b>Section - B (Objective Part: 24 marks)</b> <b>Q. No. 17 to 28 are Objective Questions' answer (2 marks each with two sub parts):</b>		
17.	<b>Fill in the blanks with appropriate word/s: (Attempt any two parts)</b> i) Television, new media ii) Television, radio, new media iii) Effective, destroy iv) New media	1x2
18.	<b>State whether the following sentences are true or false. Attempt any two part</b> i) True ii) False iii) True iv) False	1x2
19.	<b>Attempt any two parts from following questions:</b> <b>(i) D.</b> All of Above <b>(ii) A.</b> Needs of the audience <b>(ii) B.</b> Interactive programme	1x2
20.	<b>Attempt any two parts from following questions:</b> <b>(i) C.</b> Three tier <b>(ii) C.</b> Three <b>(iii) B.</b> May 01, 1998	1x2

21.	<p><b>Fill in the blanks with the most appropriate word from those given in brackets: (Attempt any two parts)</b></p> <p>i) receiver ii) public iii) voters</p>	1x2						
22.	<p><b>Write True or False (Attempt any two parts)</b></p> <p>(i) True (ii) False (iii) True</p>	1x2						
23.	<p><b>Match the Columns:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><b>Columns I</b></td> <td style="text-align: center; width: 50%;"><b>Columns II</b></td> </tr> <tr> <td>i) Station Director</td> <td>b) Head of Programme wing</td> </tr> <tr> <td>ii) FM Channel</td> <td>a) FM Gold</td> </tr> </table>	<b>Columns I</b>	<b>Columns II</b>	i) Station Director	b) Head of Programme wing	ii) FM Channel	a) FM Gold	1x2
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i) Station Director	b) Head of Programme wing							
ii) FM Channel	a) FM Gold							
24.	<p><b>Fill in the blanks (attempt any two parts).</b></p> <p>(i) Entertainment (ii) Two (iii) Sports (iv) Planning</p>	1x2						
25.	<p><b>Match the Columns:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><b>Columns I</b></td> <td style="text-align: center; width: 50%;"><b>Columns II</b></td> </tr> <tr> <td>iii) Radio Announcer iv) All India Radio</td> <td>b) presents programmes a) three-tier broadcasting</td> </tr> </table>	<b>Columns I</b>	<b>Columns II</b>	iii) Radio Announcer iv) All India Radio	b) presents programmes a) three-tier broadcasting	1x2		
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iii) Radio Announcer iv) All India Radio	b) presents programmes a) three-tier broadcasting							
26.	<p><b>Attempt any one as per your optional Module</b></p> <p><b>26A - Attempt the following questions:</b></p> <p>(i) C. Both A &amp; B</p> <p>(ii) A. Transmit information with entertainment for rural population</p> <p style="text-align: center;">Or</p> <p><b>26B- Attempt the following questions:</b></p> <p>(i) D. All of above (ii) D. Both A &amp; B</p>	1x2						

27.	<p style="text-align: center;"><b>Attempt any one as per your optional Module</b></p> <p><b>27A- Attempt any two parts from following questions:</b></p> <p>(i) C. Chat shows  (ii) D. All of Above  (iii) D. Four</p> <p style="text-align: center;">Or</p> <p><b>27B- Attempt any two parts from following questions:</b></p> <p>(i) B. 1847  (ii) C. Six  (iii) A. 1847</p>	1x2
28.	<p style="text-align: center;"><b>Attempt any one as per your optional Module</b></p> <p><b>28A-</b>  <b>State whether the following sentences are true or false.</b></p> <p style="text-align: center;">i) False  ii) False  iii) true</p> <p style="text-align: center;">Or</p> <p><b>28B-</b>  <b>State any two whether the following sentences are true or false.</b></p> <p>(i) True  (ii) False  (iii) True</p>	1x2

**Section – C**

**Ans. no. 29 to 33: (V.S.A. (2 marks)) Attempt the following questions.**

**2x7**

**Ans. 25: (i)** Forms of mass media

- (i) Newspapers
- (ii) Films
- (iii) Radio
- (iv) Television
- (v) Internet

**Or**

**(ii)** National Hindi newspapers name

- (i) Dainik Jagran
- (ii) Amar Ujala
- (iii) Hindustan
- (iv) Dainik Bhaskar
- (v) Nai Dunia



**Ans. 30:**

<b>Positive</b>	<b>Negative</b>
<ul style="list-style-type: none"><li>● Media provides news and information required by the public</li><li>● Media can educate the public</li></ul>	<ul style="list-style-type: none"><li>● The traditional culture of a country is adversely affected by mass media.</li><li>● Entertainment has become the main component of mass media. This affects the primary objectives of the media to inform and educate the people.</li></ul>

**Ans. 31:** (i) John Baird is generally regarded as the father of television.

**Or**

(ii) IPTV is known as Internet Protocol Television, which allows you to watch television on computers and mobile phones. This allows the consumers to watch television, record programmes and share their experiences with their friends with the help of an internet connection and a set top box provided for the purpose.

**Ans.32:** The arrival of satellite television in India was propelled by the coverage of the **Gulf** war by the **Cable News Network (CNN)**. CNN is an American news channel which could then be viewed using satellite dishes. Therefore, satellite broadcasting was immediately taken up by cable operators.

**Ans. 33: (i)** In the business industry there is all types of industry present such as big industries, we also have small and medium enterprises abbreviated as SMEs. New media ventures can be safely categorized as SMEs. To start a business, you need a lot of creativity and you must have the ability to do something new and different and then in a particular area you don't require huge infrastructure.

**Or**

(ii) Venture capitalists are big businessmen who lend money to people who want to start their own business.

**Attempt any one as per your optional module.**

**Optional Module A**

**Ans. 34A:** A ballad is an application of traditional media. A ballad is a type of poem usually set to music and is often a story told in the form of a song. Ballads are also referred to as 'bullets' because they are very powerful and can communicate effectively.

**Ans. 35A:** (i) The three situations in which the traditional form of communication takes place are as follows

1. Communication in a social gathering.
2. Communication during festivals.
3. Communication at village fairs.

**Or**

(ii) The two environmental issues in which you can use traditional media.

- 1) Save the Earth
- 2) Ban on use of plastics

### **Optional Module B**

**Ans. 34B:** The two events for which a photojournalist is prepared are a political meeting in a public crowded place and the coverage of a football match. The two events for which a photojournalist cannot prepare such as accidents and also a natural disaster like earthquake etc.

**Ans. 35B:** (i) A **photographer** should be patient and win the confidence of the people he wants to photograph. The photographer should work in such a way that people who are being photographed do not feel self-conscious and behave normally when the camera is pointed at them.

**Or**

(ii) Any photograph must speak for itself. This means that on seeing a photograph the person watching it must immediately understand what it is trying to convey. There is a saying that “a single picture is worth a thousand words”. Camera angle is the factor that affects the composition.

**Ans. No. 36 to 41: (S.A. (3 marks)) Attempt the following questions.**

**3x6**

**Ans. 36:** News are a powerful tool. These can be positive as well as negative. You may have read the news about an eight standard school boy in Gurgaon near Delhi killing his classmate by shooting. This was a shocking news. It was a negative news also. So, news have both positive and negative effects. News can also be an instrument for development. Many times it carries a message to the people. For e.g. a news item such as “ Government to give free concession to all students up to graduation”. It is a development news.

**Ans. 37:** (i) A good news report should have the following qualities:

- a) **Clarity:** A report is ready by many people in society. It should be in simple language and written with clarity. It should not be ambiguous. It should satisfy the reader's inquisitiveness.
- b) **Focus:** A report should focus on the main theme of the subject. What the reader expects is information and substance.
- c) **Objectivity:** The report must be objective. The writer should never take sides.
- d) **Credibility:** A report should be credible. Before writing, the reporter should crosscheck the facts and figures.

**Or**

(ii) News is a report of a current event. It is information about something that has just happened or will happen soon. News is a report about recent happenings in a newspaper, television, radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

Journalists are the best judges about what is news and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness-

**Timeliness:** News is something new. So timeliness is a great factor in deciding news.

**Impact :** Impact of an event decides its newsworthiness.

**Proximity :** “Bird flu spreading and hundreds of chickens dying in England”. Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity.

**Controversy:** - People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news.

**Prominence:** If a prominent person is involved in any event, it becomes news

**Currency:** News is about current events.

**Oddity :** Unusual things makes news. Extraordinary and unexpected events generate public interest

**Emotion:** Stories of human interest make good news items.

**Usefulness:** Sometimes news items help the public in various ways.

**Educational value:** News has also an educational value. In almost all newspapers, you can find columns about educational and job opportunities.

**Ans. 38:** (i) In 1936, British Broadcasting Corporation (BBC) of Britain began the first television service for the world

1939, Television broadcasts began in US

1950s, Other countries began television broadcasting on a wide scale

1953 The first successful programme in colour was transmitted by CBS in the USA.

1959 Television began in India on An Experimental basis.

1976 Doordarshan became a separate department independent of all India Radio (AIR)

Between 1975-76 satellite instructional television experiment has been launched

1982 Doordarshan provided national coverage for the first time through the satellite INSAT IA.

**Or**

(ii) There are three stages of television programme production:-

**1. Pre production:** This stage includes everything you do before entering the studio or reaching the shooting location. It involves idea generation, research, scripting, discussions with all the crew members and talents (actors), arranging equipment, video / audio tapes, properties, costumes, sets designing or location hunting and booking of editing shifts

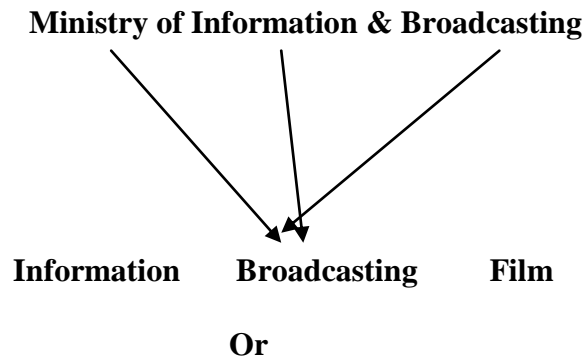
**2. Production:** This is the stage when the studio floor or location are ready to shoot or are actually shooting. It includes managing all the facilities, handling of talent and crew members, controlling the crowd, shooting without hurdles and solving any problem related on the spot at that time.

**3. Post production:** This is the third stage of programme production. It is the stage when you get the final shape of the programme, just like the way you garnished every food item to be presented on the dining table. It includes cutting the recorded visuals into appropriate length, arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire programme.

**Ans. 39: (a) i. Evolution of public relations in India-** In Ancient India, in Ramayana the character called “Bhadro” who used to report to Rama about popular feelings and perceptions.

Apart from that, you have read the stories of several kings who wonder about every night in disguise to see for himself as to what the people really felt about his administration. All these examples of public relations which existed in one form or another in ancient India.

**ii. Structure of the government public relations department-** During the first World War (1914-1918), the Britishers set up a Central Publicity Board. This was the first organized PR/ Information set-up of the Government of India. After independence their department came under the Ministry of Information and Broadcasting.



**(b)** Communication is a two- way process where messages and information sent are just as important as those that are received. The same applies to public relations. It is all about communicating with others, either through the spoken word or written word, or by using a visual or some other means. Communication and public relations are linked to each other and play an important role in a wide variety of ways throughout our lives.

A public relations involves:

- i)** A two way communication process between an organization and its public
- ii)** Communication with a view to changing the mindsets of the public in a certain direction

Public relations are the result of what you do, what you say and what others say about you. For example, while you are shopping, your manner towards the salesperson and the way they respond to you can make the difference between an actual sale happening or not.

**Ans. 40:**

	<b>Media Unit</b>	<b>Mass Medium</b>
i)	All India Radio (AIR)	Radio
ii)	Doordarshan Kendra (DDK)	Television
iii)	Film Division(FD)	Film
iv)	Press Information Bureau(PIB)	Print, Electronic and social media

**Ans. 41:** One of the most fundamental ways in which new media tries to attract the youth is through story telling or a narrative writing style. This trend was known as new journalism, pioneered by Tom Wolfe. But, this trend could not continue for long. With the advent of new media, this trend is coming back. To make the content more interesting, each story is broken into sections. It's easier to read and follow. Each story is highlighted on the home page or the opening of any website with a n attractive visual and a good introductory paragraph. The

main story is kept very short and crisp. Other interesting stories are written in a narrative form.

**Ans. No. 42 to 43: (L.A. (4 marks)) Attempt the following questions. 4x2**

**Ans. 42:** (i) The functioning of a radio station, there are basically three different wings. They are:

- (i) Programme Wing**
- (ii) Engineering Wing**
- (iii) Administration Wing**

The programming and engineering wing are responsible for running a radio station's broadcasts. The administrative wing provides support that is required for the smooth functioning of the station. The message gets transmitted from the sender (radio announcer) to the receiver (listener) as shown below:

- **Radio Studio** - Radio studio has a table and a microphone. The room has just one door, which is not very easy to open, as it is very heavy. Before one enters this room, there is a small enclosed place, which has another heavy door. This empty space is called a sound lock, which prevents unnecessary outside sounds from entering the studio.
- **Control Room (CR)**- The control room occupies an important place in the radio broadcast. It is the place connected with all the other segments of broadcast. Whatever the speaker/announcer speaks from the studio, it reaches the control room. From here they are sent to the transmitter for its onward transmission to the listeners.
- **Transmitter (XTR)**- The transmitter sends the sound waves to the listeners' radio sets which convert them into sounds.
- **Listener**- A person who likes to listen to the radio called **Listener or Radio listener**.

Studio                                      Control Room (CR)                                      Transmitter (XTR)                                      Listener

**Or**

(ii) A Radio discussion and a Radio drama has many differences like:

**Radio Discussion:** When you have a problem in your family or with your friends, don't you say "let us discuss?" Yes we do. Through a discussion we can find out a solution to problems. In radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues which may be controversial.

**Radio drama:** A Radio drama or a radio play is like any other play staged in a theater or a hall. The only difference is that while a stage play has actors, stage sets, curtains, properties, movement and live action, a radio play has only 3 components. They are the **human voice, music and sound effects**. Radio of course uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity.

**Attempt any one as per your optional module.**

**Optional Module A**

**Answer the following questions:**

**Ans. 43A:** (i) Traditional media is still the most credible news source, it's essential for conveying brand messaging as it is instantly recognizable, thus meaning traditional media can still reach vast live audiences. It helps in convincing and influencing people in a very effective way. Traditional media have been in existence in India for a long and have been

used as a medium of communication in rural areas. The government of India is using these mediums for spreading awareness on health, the environment, and other social issues among the masses. For the revival and survival of traditional media, the government has established bodies like the Song and Drama.

Or

(ii) Traditional media forms are a part of the way of life of a community and provide acceptable means of bringing development issues into the community on its own terms. In India, they have proven to be successful mass motivators. Traditional media played a significant role in the freedom movement of Bharat. Bharat has a history of using traditional media for communicating development messages to the masses. Traditional media like street plays, songs and dances have a special role in harnessing developmental messages in Bharat. Various governmental bodies like Song and Drama Division, educational institutions and non-governmental organizations use traditional media for creating awareness amongst people. Their primary appeal is to emotion rather than intellect. They utilize an immense variety of forms and themes to suit the communication requirements of the masses.

### Optional Module B

**Answer the following questions:**

**Ans. 43B:** (i) **Photojournalism** is the process of story-telling using the medium of photography as your main storytelling device. While a journalist will use their pen and paper to tell stories, a photojournalist will use their camera to capture the visual representation of a story. Photojournalists can work as freelance photographers or can be employed by photo agencies, magazines or local newspapers. Employment areas include the internet, print, and television **Photography** in India, then, is a search for India's soul through various lenses spanning nearly two centuries. **When the first war of Independence happened in 1857**, it was one of the first incidents of war photography in the world and you may have seen some photographs in magazines.

The photographs of the war created a very great impact on the people of India for demanding Independence from the British and the time of India's independence. Jannah photographed the significant events in the country and made a record of the transition from British rule to independent India. The photographs of India's partition also have a great impact on the people that they must think that India's people strength is Unity and brotherhood between all of them.

Or

(ii) Ethics is an important word in journalism. Ethics are the moral principles that influence the conduct of people. Journalistic ethics are the moral principles that govern the practice of all forms of journalism. They guide the photojournalist in deciding what is right and what is wrong. Truthfulness is a core journalistic ethic. This issue of ethics has become more important in the digital age when it is very easy to change the photograph on the computer. It is believed that the camera never lies. But now with a few clicks of a computer mouse, you can completely change a photograph. So much so that it is no longer a record of an event. All manipulation of photographs is a violation of basic journalistic ethics. For the photojournalist must capture the truth.