MARKING SCHEME/ANSWER KEY
MASS MEDIA STUDIES—ELECTIVE (072)
SAMPLE QUESTION PAPER 2016-17
CLASS XII

Question/Expected Answer

1. The Two Step Flow theory proposed by Paul Lazarsfeld, states that messages from the media get transmitted in **two** distinct stages:
    1. Through Opinion Leaders who pay close attention to the mass media and its messages.
    2. These opinion leaders then pass their own interpretations in addition to the actual media content

2. Folktales are stories that are distinguished by imaginative characters and their supernatural actions. They always seek to correct the wrongs and always have happy endings. They quite often state the fundamental wisdom.

3. Globalization, regionalization and democratization.

4. Lumiere-Realism, Documentary. Melies- Non-realism, Fantasy.

5. A genre is standardization of certain situations, character types, settings and other such conventions. Each genre has its specificities and its own history. Comedy, Western, Gangster, Detective, Film Noir, Musical, Sci-fi etc.

6. Mise en scene [pronounced 'meez-ahn-sen"] is a French term that literally means ' to put into scene' or ' staging an action'. This usually includes production design, set, location, actors and their movements, costumes, make up, sound, shot compositions and lighting..

7. Multimedia are the means to process and structure information into a well defined structure. Multimedia are called so because it incorporates many other media such as text, graphics, animation, audio and video.

8. Comparative advertising compares one brand directly or indirectly with one or more competing brands. This is very common and is used by nearly every major industry. This type of advertising is particularly resorted to by companies that are introducing a new product in a competitive market.
    PART B

9. The analysis of newspaper content suggests two broad categories of newspaper format
    - Broadsheet Press (quality or serious press)…. Explanation with examples
    - Tabloid Press (Popular or sensational press)… Explanation with examples

    10. Online versions of newspapers are not a profitable enterprise in India - Access to the Internet is fairly widespread in the cities, though mainly via Cyber Cafes, schools,

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colleges and offices, though the cost of access at home is still unaffordable for most Indians. Home access to the net is limited to a small minority of the upper middle class in Tier 1 and Tier 2 cities. The situation in rural areas is far worse. Except for around five thousand e-choupals (Internet Kiosks), rural India is ill-served.

11. Following are the possible areas of application of multimedia: Can be used as a great support in planning and executing any project; Can be used to explain or propose a concept; Using Multimedia while preparing a content for any topic makes the process more organized and precise.

12. Vividh Bharati was started on 2nd October 1957, as a service of 'light entertainment' to compete with Radio Ceylon.Earlier, AIR had banned film music on its prgrammes. Sponsored programmes were introduced in May 1970. Initially, 60% of the time was devoted to film music. The rest of the time was given to devotional music, short plays, short stories and poetry recitals.

13. The main technologies that facilitated the development of large-scale printing and distribution of print material were the printing press, the telegraph and the railways. The industrial revolution and the growth of capitalism, democracy and the public sphere provided the impetus and the support for rapid developments in the press.

14. Tabloid Journalism' is frequently termed 'yellow journalism' primarily because of its tendency to sensationalize and trivialise events, issues and people. Tabloid journalists are believed to indulge in 'Chequebook Journalism' which implies that the subjects of the news stories are bribed to sell their 'true confessions'. Such journalists are also believed to indulge in 'keyhole journalism' or 'sting journalism' in their attempts to probe the private sexual infidelities and peccadilloes of well-known people and public officials. Then there is 'Page 3' Journalism which focuses on the social lives of celebrities and film stars and sports heroes.

15. Analogue Signal- An analogue signal is any continuous signal. Varying quality of a signal represents changes in the process. Analogue is usually thought of in an electrical context; however, mechanical, pneumatic, hydraulic, and other systems may also convey analogue signals. Digital Signal- A digital system uses discrete (discontinuous) values. The information represented can be either discrete, such as numbers, letters or icons, or continuous, such as sounds, images, and other measurements of continuous systems.

16. Subjective. Content -2 marks. Expression-2 marks.

17. **Jerome Bruner** outlines ten important characteristics of Narrative and some can be stated in a simplified manner as follows-

1. Time - Narratives take place over a period of time**.**
2. Particularity: Narratives deal with particular events.
3. Characters with qualities: The characters within Narratives have "beliefs, desires, theories, values, and so on".
4. Story: Narratives are composed as a selected series of events that constitute a "story."
5. Canonicity and breach: Stories are about some unusual happenings that "breaches" the canonical (i.e. normal) state.

18. Celebrity endorsements can be very popular and build strong associations in the buyers.

Merchandise- good, clothes bearing the logo or names or designs of the products are another popular way to advertise, but it will be limited to the class of buyers. Games (Mobile and computer) can be devised to promote the brand, but the reach is limited to mostly the young or tech savvy consumers. Covert advertising is presently a hot trend in promoting products and services. It embeds a product or brand in entertainment and media.

19. "Quota sampling is a method for selecting survey participants. In quota sampling, a population is first segmented into mutually exclusive sub-groups. Then judgment is used to select the subjects or units from each segment based on a specified proportion." {Rest of the answer is subjective}

20. Hypodermic theory and Two-step flow theory saw the audience as passive. They assumed that the content of the media has some effect on the audience members and the researchers spent their time trying to locate and measure those effects. However, rarely substantial effects were found, perhaps because the model for the audience was too simplistic. In these models latter following the gratification approach, the audience is active. Audience members are seen as consumers of a media product, Instead of asking,"How does the media change our minds?" the uses and gratifications researchers ask "What is the role of media in our lives?"

21. Student should be able to discuss followingfive points-
During the process of Adaptation:
i. A new narrative is formed.
ii. The new narrative in formed another medium.
iii. Script-writer and Director is the new authors of this narrative.
iv. Historical and cultural context of the original may change.

v. The new narrative is an interpretation of the original.

22. The answer can be derived from the chapter 'The Available Media':
The chapter clearly mentions the advantages and disadvantages of all prominent forms of media.

23. The answer should have a good introduction, body and conclusion. The student can write an answer on the lines of the following-

Cinema is a recording medium. When a writer writes a scene, he does describe in all details as we have seen in case of great novelists like *Gorky* and *Dostoevsky*. But that entire experience is received in verbal form by the reader. In cinema, a scene is realized on the screen by various means. A scene will have a setting- like an interior/exterior of the house, building, park, pasture, etc. Thus architecture comes into play.
The scene will be shot at a certain time of the day/night, in a certain season, will have appropriate lighting, objects, colours, forms, textures; so, elements of painting and sculpture are in operation. The scene will have the presence of actors in their costumes, speech and interrelationships; hence the most vital element of theatre is present. Music and atmospheric sounds form an important part of the film language. Language is present in spoken form as well written form. Thus we are always dealing with a composite language, when we are dealing with cinema.

24. Subjective.

25. The answer can be drawn from the following-
CPU- The CPU of a multimedia computer should be at least 486 with math coprocessor. The Pentium processor is more efficient and is usually referred in Multimedia. RAM of 16 MBs is minimally needed too, but a RAM of 32/64 MBs will make the process faster and more efficient.
Monitor- A monitor is used to see the computer output. Generally, it displays 25 rows and 80 columns of text. The text or graphics in a monitor is created as a result of an arrangement of tiny dots, called pixels. Resolution is the amount of details the monitor can render..
Video grabbing card- To convert the analog video signal (VCR or video camera) to a digital signal, the computer requires special equipment called video grabbing card.
Sound card- A computer can be used to compose music and for recognition of speech and synthesis. For this the computer needs to convert the conventional

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sound signals to digital signals.

CD Rom Drive- CD Rom has become a massive storage capacity of data upto 680 megabytes.

Transfer Rate- Transfer rate is the amount of data the drive can transfer at a sustained rate from the CD to the CPU.

Scanner- Scanner is an external hardware equipment connected to the computer which converts photographs to digital format attached to the computer.

Touchscreen- A touchscreen is used where the user is required to touch the surface of the screen or monitor.

<div align="center">OR</div>

The students can share their learning from the unit 'Graphic Design Multimedia Applications' and probably write about Photoshop, Pagemaker, Sound Forge and Flash.

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