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**Senior School Certificate Examination**

**March 2019**

**Marking Scheme - MASS MEDIA STUDIES [072]**

**General Instructions: -**

1. You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully. **Evaluation is a 10-12 days mission for all of us. Hence, it is necessary that you put in your best efforts in this process.**
2. Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one's own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. **However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and marks be awarded to them.**
3. The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
4. If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled.
5. If a question does not have any parts, marks must be awarded in the left hand margin and encircled.
6. If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out.
7. No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
8. A full scale of marks 1-80 has to be used. Please do not hesitate to award full marks if the answer deserves it.
9. Every examiner has to necessarily do evaluation work for full working hours i.e. 8 hours every day and evaluate 25 answer books per day.
10. Ensure that you do not make the following common types of errors committed by the Examiner in the past:-
  - Leaving answer or part thereof unassessed in an answer book.
  - Giving more marks for an answer than assigned to it.
  - Wrong transfer of marks from the inside pages of the answer book to the title page.
  - Wrong question wise totaling on the title page.
  - Wrong totaling of marks of the two columns on the title page.
  - Wrong grand total.
  - Marks in words and figures not tallying.
  - Wrong transfer of marks from the answer book to online award list.
  - Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.)
  - Half or a part of answer marked correct and the rest as wrong, but no marks awarded.

11. While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as (X) and awarded zero (0) Marks.
12. Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
13. The Examiners should acquaint themselves with the guidelines given in the Guidelines for spot Evaluation before starting the actual evaluation.
14. Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
15. The Board permits candidates to obtain photocopy of the Answer Book on request in an RTI application and also separately as a part of the re-evaluation process on payment of the processing charges.

**Marking Scheme**  
**MASS MEDIA STUDIES [072]**

**Part A**

1. Euro Puddings-
  - a. When facing stiff competition for American movies, two or three countries from Europe came together to produce the work of some major directors. Sometimes these films were called euro-pudding.
  - b. European Films
2. Mise- en-scene
  - a. Mise en scene is a French term that literally means ' to put into scene'
  - b. Or ' staging an action'.
  - c. This usually includes production design, set, location, actors and their movements, costumes, make up, sound, shot compositions and lighting.
3. Multicast
  - a. One to many
  - b. One way communication
  - c. From a single sending source to an unlimited number of receivers
  - d. The transmitter sends the signal, but it is up to the receiver to assure that he gets it.
  - e. Multicast has no natural capability for the sender to ascertain if the transmission is received or to determine the quality/integrity of its signal.
  - f. Radio, television and satellite transmission is referred to as multicast.
4. Analogue
  - a. System is any continuous signal varying quality of a signal represents changes in the process.
  - b. Analogue is usually thought of in an electrical context.
  - c. Mechanical, pneumatic, hydraulic may also convey analogue signal.
  - d. Real world values our measured or dealt with in real world parameters.
5. Prototype means
  - a. Sample/example/blue-print of the advt.
  - b. How an advertisement will look like.
  - c. To be used for testing.
6. Film structure
  - a. How the film is structured in a broad sense.
  - b. It could include linear narrative
  - c. Story told in a flashback or any other way.
  - d. Plot or story narrative.
7. Information, Communication and Entertainment
8. OOH
  - a. Out of Home/ Outdoor/ Out of House.
  - b. Billboard/ Kiosk/ Trade shows/ events/ Metro advt- [ Example or Full Form]

**Part B**

9. Stages in the process of evolution of artistic Convergence:

- a. *Different art forms evolve independently in different periods of time.*
- b. *On reaching maturity these forms come together to interact with each other*
- c. *Different forms begin to converge to evolve fusion versions having elements of all the forms converging*

OR

The student explains convergence of communication media by mentioning text, sound, image, film, television, internet

**10. Robert Wiene- who made Cabinet of Dr. Caligari (Even if the child has written this much he/she should be awarded full marks as the question asked only for 'WHO')**

OR [Any three of the following]

- ✓ The reality of the inner world projected. German Expressionism- A movement that ran parallel to Soviet in 1920s.
- ✓ The mood and preoccupation were very different
- ✓ Germans recovering from defeat in WW1
- ✓ Humiliation of Treaty of Versailles
- ✓ Germany being bled of its income and resources
- ✓ Existential angst of those times was reflected in the films
- ✓ Films dealt with realities that were nightmarish
- ✓ It's a break from reality with imagined landscape, thus to move away from reality, Filmmakers constructed a symbolic one. The movement got its name from the term Expressionism that had existed in visual and dramatic arts.
- ✓ Expressionist does not see but has vision. Ex- Vincent Van Gogh, Edvard Munchi.

11. Soap operas. [Any three of the following]

- a. Few Parallel tracks
- b. Sub plots
- c. Intersecting story lines
- d. Flexibility of tracks
- e. Mid-course correction
- f. One character becoming the focal point of audience's interest.
- g. Whetting the appetite of the audience
- h. Bigger expanse
- i. Catering to different genres of target audience
- j. Family dramas [Hum Log] are appealing to the audience
- k. Suspense

12. Vividh Bharati [Any three of the following]

- a. Started on 2<sup>nd</sup> Oct 1957
- b. AIR's Light entertainment service
- c. Compete with Radio Ceylon
- d. Commercial service

- e. 60% of time devoted to film music Rest of time devoted to Devotional music, short plays, stories and poetry recitation.
  - f. The channel also carries two news bulletins and some spoken word programmes
  - g. AIR had banned film music – considered cheap and vulgar
  - h. This service is on air for 12.45 hrs everyday. Sunday and Holiday.
13. Propaganda-
- a. Portray an ideology as the best ideology
  - b. Direct propaganda- In the form of news.
  - c. Subtle Propaganda-Disguised in entertainment
14. Internet as the meeting point [Any four of the following]
- a. Audio- visual content
  - b. Amorphous
  - c. Ubiquity
  - d. Cloud Computing
  - e. Ex: YouTube
  - f. Convergence of Media/ Assimilation/ Accommodation of media, text, sound, Image, video, television, film,
  - g. VOIP, Skype, Radio on the web, Online news portals
  - h. Physical encyclopedias replaced by search engines
  - i. Transforming culture
  - j. Facilities like websites
  - k. Email communication
15. Cross Promotion is a specific marketing tactic. Two or more businesses team up or advertise together. Examples are also welcome. Advantages [Any four of the following]-
- Broader shared population/ To reach more people
  - Broadens clientele base
  - Saves time and energy
  - Catchy quality
  - Seems attractive
  - Increases credibility
  - Breeds synergy and innovation
  - Mutually promoting each other
  - Get people interested instantly
16. Explain any two of these-
- Spoken word and Music Based Prog -Radio Plays, News Bulletins, News Reel, Radio Documentaries, Countdown Shows, Debates, Plays, Quizzes, Live Commentaries, Radio Plays, Radio Talks,
17. [Subjective answer] Hardwares are tangible [Explain any two] – CPU, Scanner, touch Screen, Monitor, CD Rom. Softwares are non-tangible [Explain any two] - Adobe Flash, Adobe Pagemaker, Adobe Photoshop, Sound Forge
18. **Before the Internet** [2+2 points]
- Model of mass communication had following features -

- ✓ It was a process of Broadcasting
- ✓ Messages created and transmitted by a few to a vast number of receivers
- ✓ Gigantic organization/ corporations
- ✓ Huge technical infra-structure
- ✓ Large-scale investment and revenue model

**The changed paradigm due to the Internet-**

- ✓ Empowering an individual to post data on the Internet
- ✓ Information, message in one medium triggering off activity in the others
- ✓ Many sources of the same information
- ✓ Distribution of the information between individuals on an unprecedented global scale
- ✓ Rapidity of opinion generation on a local, national and global scale
- ✓ The socio-political implications of the new information order
- ✓ Audio- visual content
- ✓ Amorphous
- ✓ Ubiquity
- ✓ Cloud Computing
- ✓ Example: You Tube etc.
- ✓ Convergence of Media/ Assimilation/ Accommodation of media, text, sound, Image, video, television, film,
- ✓ VOIP, Skype, Radio on the web, Online news portals
- ✓ Physical encyclopedias replaced by search engines
- ✓ Transforming culture
- ✓ Facilities like websites
- ✓ Email communication

19. The number of Television sets in USA rose from 6000 in 1946 to 12 million by 1951. [1+3 points]
- a. No new invention entered American homes faster than the black and white televisions.
  - b. By 1955 half of all US homes had television
  - c. Terrestrial to Satellite transmission
  - d. Trans nation network developed
  - e. With satellite links it progressed to global
  - f. Black and white to colour
  - g. Analogue to digital
  - h. Recorded to live transmission
  - i. Cable networks
20. [3 Marks for Prototype+2 marks for points] Ad Campaign
- a. Name
  - b. USP
  - c. Punch-line
  - d. Target Audience- Market segmentation
  - e. Media selected for ad campaign

- f. A budget
  - g. Prototype
  - h. CLT
  - i. Exhibition
21. [Subjective] Virtual Journalism holds no charm
- a. Access to internet
  - b. Illiteracy, Rural masses, Affordability
  - c. Cheap and inexpensive newspapers
  - d. Reachability
  - e. Active and ever users
  - f. No sea change in approach to journalism
  - g. Online editions taken verbatim from hard print editions
  - h. Many online newspapers have subscription based
  - i. News journalist from print back to traditional news work
22. [1+2+2 marks] An advertisement is a public announcement to persuade the public to buy a product, a service or an idea.
- a. Introduces new product in the market
  - b. Distinguishes product from its competitors
  - c. Through persistence messages create brand identity
  - d. Sustains interest in existing brand
  - e. Creates brand loyalty
  - f. Expands sale
  - g. Creates new demand
  - h. Creates a buzz
  - i. Keeps idea of product going
  - j. Process of giving product a personality or identity through audio visual language.
    - In quantitative surveys, a structured questionnaire with limited options can be given to the participants and their responses are gathered. Standardized and a fairly objective procedure and approach.
    - In qualitative surveys, individual free flowing interviews can be conducted: sometimes a group discussion within a small group is conducted and the significant points are noted down
23. [2+4 Marks] Multimedia is a means to process and structure information into a well defined structure. It is called so because it incorporates many other media such as text, graphics, animation, audio and video. Uses:
- a. Once can make academic presentations, Business presentations, device games, operate information kiosks etc.
  - b. Multimedia is a process by which user can control the sequence and timing of media
  - c. A great support in planning and executing any project
  - d. To explain or propose a concept
  - e. Makes topic more organized and precise
  - f. Teaching and learning can be more interactive

- g. Create projects that are self explanatory
- h. Illustrate topics and themes to the extent required.

24. [2+2+2 Marks/points] Myths-

- Myths- are stories that seek to explain the origins of the world and phenomenon of nature.
- Characters are gods or supernatural heroes.
- Setting is extra terrestrial.
- In the society in which it is told, a myth is usually regarded as a true account of the remote past.
- As sacred stories, myths are often endorsed by rulers and priests and closely linked to religion.
- Example

b. Fables:

- In prose or verse,
- That features animals, mythical creatures, plants, inanimate objects, or forces of nature **which are given human qualities.**
- Fables teach or express a moral, which is usually expressed at the end explicitly in a pithy maxim.
- Fable has been handed down from generation to generation as oral literature, or constructed by a literary tale-teller.
- Example

c. Epics:

- Oldest form of poetry
- Extended narrative poems
- Written in elevated and dignified language
- Example

25. [Any Three, Subjective] Women represented in Indian media

- a. Products being masculine and feminine especially in advertising
- b. Representation of women in urban and rural India
- c. Ultra modern clad girls represented as career minded
- d. Ultra traditional Indian Women are more common to be seen in Indian media
- e. Re-inforces stereotypes through messages, images and text
- f. Women portrayed with single minded objective of marriage
- g. TV serials portray women in negative light
- h. Beauty, size and physique shown in narrow conventions gender identity
- i. Emotional considerations of women
- j. Women defined by her relationships

Or

[Any Three , Subjective] Media Violence

- ✓ Increased penetration of media exposes to increasingly higher doses of aggressive images.
- ✓ Often told that violence is fun.
- ✓ Many of the issues concerning the representation of violence in the media arise not from what is represented but how it is represented.
- ✓ The media is accused of showing violence as cool, glamorous, easy, or justified, thus inspiring imitative behaviour.
- ✓ Similarly, victims and perpetrators of violence can be depicted in a manner (e.g. the victim as a young and beautiful woman) that reinforces stereotypes.

There are several key technical codes which very powerfully affect the way violence is represented in the media.

- a. **(a) Music-** Music is a very powerful emotive tool. It can change the mood of the visuals as it can suggest pain, or triumph, or connote justification, or humour.
- b. **(b) Sound Effects-** Sound can enhance the meaning of a scene. Extra gunshots, for example add to chill and induce fear.
- c. **(C) Camera Angles-** Different kinds of camera angle create emphasis and power in films. High camera angles suggest victims. Low camera angles suggest the perpetrator. If the camera continually takes a character's point of view then, sympathy can be generated for that character.
- d. **(d) Editing Violence-** be it a slap, a gunshot or a knife stab - occur in a fraction of a second, in reality. However, in films and TV, this violence is emphasized through slow motions.