

SHRI SHIKSHAYATAN SCHOOL

MID TERM EXAMINATION

Class: XII (2017 – 18)

Mass Media Studies (072)

Set B

Time Allowed: 3Hrs

Maximum Marks: 80

General Instructions:

- (i) All questions are compulsory.
- (ii) Marks for each question are indicated against it.
- (iii) Answers should be brief and to the point.
- (iv) PART – A has 8 very short answer type carrying one mark each. Answer to each question should not exceed 20 words.
- (v) Questions 9 to 13 is PART – B are short answer type I question carrying 3 marks each. Answer to each question should be about 40 to 50 words.
- (vi) Questions 14 to 19 is PART – C are short answer type II question carrying 4 marks each. Answer to each question should be about 60 to 80 words.
- (vii) Questions 20 to 22 is PART – D are long answer type question carrying 5 marks each. Answer to each question should be about 100 to 150 words.
- (viii) Questions 23 to 25 is PART – E are essay answer type question carrying 6 marks each. Answer to each question should be about 150 to 200 words.

PART - A

- 1. What do you mean by Media Conglomerates? 1
- 2. What is film analysis? 1
- 3. Name two online newspaper sites? 1
- 4. Name two Iranian filmmakers? 1
- 5. Give the names of two popular cable channels which began as cable networks in the 1970s in USA. 1
- 6. Who was Lionel Fielden? 1
- 7. State two differences between optical & electronic. 1
- 8. What do you mean by 'Conquest of Ubiquity'? 1

PART - B

- 9. What are gender stereotypes? Explain with example. 3
- 10. Mention briefly any two genres of radio programs. 3
- 11. Write a short note on cable network. 3
- 12. Explain how internet has become the meeting point of all arts? 3
- 13. What are Amartya Sen's views on development of democracy in 20th-21st century? 3

PART - C

- 14. Briefly discuss the reasons why 'Humlog' is considered as a milestone in history of 'Soaps' in India. 4
- 15. What are the benefits of social networking sites? 4
- 16. Give a brief account of development of television transmission in the pre-World War II era. 4
- 17. Write a brief note on evolution of FM Broadcast. 4
- 18. How do images you see on TV screen differ from that in cinema hall? 4
- 19. Differentiate between Analogue and Digital. 4

PART - D

- 20. What important efforts have been made in the last 50 years to use Television for educational purpose? 5
- 21. Write a note on data transmission process. 5
- 22. Are online editions of newspapers a profitable business in India? 5

PART - E

- 23. According to Jerome Bruner what are the ten important characteristic of narrative? 6
- 24. 'A key part of media literacy is understanding and deconstructing images and constructs that are thrown at us' - Explain. 6
- 25. Write a note on any one: 6
 - a) African Cinema
 - b) Latin American Cinema
