

**Apeejay School Examination
First Term Examination**

Class XI

Subject - Mass Media

Max Marks - 80

Time – 3 Hrs

1. What are the stages in Mass communication? 1
2. In which year Alexander Graham Bell invented the telephone? 1
3. Distinguish between fancy and imagination? 1
4. What is Haiku? 1
5. When can writer's voice be intrusive? 1
6. Who defined documentaries as "creative treatment of actuality"? 1
7. Who made the first ever documentary film "Nanook of North"? 1
8. At which place Lumiere Brothers exhibited their famous Lumiere Program? 1
9. All communication is an extension of our sensory capabilities. Explain. 03
10. With the arrival of radio an era of wireless technology started. Discuss 03
11. How Interpersonal communication is the best form of communication?
Explain the three stages of Interpersonal communication. 03
12. Why history of press in India has also been called as the history of the controlling glaws & struggle against them. 3
13. Often fables illustrate how a smaller or weaker animal uses cunning to outwit a stronger, more powerful animal. Why would this theme occur repeatedly in so many stories and across countries & cultures? What implications do such stories have for human society? 03
14. In what way stories are important parts of our lives? Explain the difference between plot and a story & what is the role of a plot in a story? 04
15. What are the various approaches to reality in electronic media? 04
16. Define Following : (1*4 = 4 Marks)
Rss Feeds
Podcast
Cross Media
Persistence of Vision
17. **The Woman Who Was The Master Of Bayazid Bestami**
It is said that when Bayazid Bastami was asked who his master was, he explained:
She was an old woman. He said further...
One day, I was possessed by such ecstasy and yearning and sense of unity that not even a Hair of anything else could be found in me. In this selfless mood, I went for a stroll in the desert, where I happened to meet an elderly lady burdened with a bag of flour.
She asked me to carry the flour for her, but I was incapable of taking it, so I beckoned to a lion to take the load.
The lion came up to me and I laid the sack upon its back. I then asked the old lady what she intended to say to the town's people since I did not want them to apprehend who I was. "I'll tell them," she replied, "that I met a vain tyrant." "What are talking about?" I exclaimed. . The lady explained thus, first asking: "Has the lion been put to trouble or not?" "No," I answered. - "Except for the fact that you burden down those whom God Himself has not burdened!" she objected. "Is that not oppression?"
"So it is", I admitted.

"And, despite this", she continued, "still you desire the townspeople to know that you have subjected a lion and are a miracle worker. Is that not vanity?"

"Yes, it is", I confessed.

So I repented, experiencing abasement from my former exaltation. Indeed that old woman's words performed the function of a spiritual guide and master for me.

Base on this story answer following questions-

(04)

1. **What do you think is the theme of the story?**
2. **What do you think is the message of the story?**
3. **What do you think is the Time and Settings of the story?**

18. What home work is needed before one gets ready to interview a person for article and how would you interview any person for newspaper? 04
19. Why mobile is considered as seventh mass medium? Comment on this. 04
20. What is the inverted pyramid style of news writing? Write down its advantages and disadvantages. **05**
21. With the arrival of internet the age of information explosion has come. Discuss 05
22. Myths explain how customs, institutions and were established. Explain the theories and various functions of Myth. (05)
23. In what way documentaries prove to be an important part of the democratic process? Write a critical analysis based on Indian documentaries by filmmakers, social activists, government or corporate bodies.6
24. What are the various features that comprise the content of the story? Explain the different techniques of storytelling.
25. **Attempt both parts –(3*2= 6)**
 - i) Compare newspapers and periodicals with radio and television as form of mass communication. (3 Marks)
 - ii) Write down the strengths and limitations of radio as medium of mass communication. (03Marks)