

# Apeejay School Pitampura

## First Term Examination

**Class XII**

**Subject - Mass Media Studies**

**Duration – 3 Hrs**

**Marks -80**

1. What is 'Page 3 journalism?' 1
2. What is 'Anchor Story' in the newspaper? 1
3. What kind of language should radio presenter use? 1
4. In 1880 what was the name of Thomas Alva Edison's studios? 1
5. Who wrote the script for T.V. serial Hum Log? 1
6. Which newspaper Dainik Bhaskar and Zee T.V. together own? 1
7. Who is the director of the film 'Pather Panchali'? 1
8. Define the terms 'Multicast and Unicast'? 1
9. Do you think media does not give appropriate representation to rural issues and minorities? If yes, give some examples of poor representation of rural issues and minorities. 3
10. What is Mise en scene? Trace the origin of the concept of Mise en scene. 3
11. Define the following terms:- (1\*3 = 3)
  1. Mass Society
  2. Mass Culture
  3. Mass
12. According to the eminent academician & historian Meenakshi Mukherjee what is the difference between pre novel narratives and all other narratives like novels? 3
13. How D.W. Griffith discovered the art of storytelling? Explain the work of D.W. Griffith. 3
14. Explain the following concepts – 4

Radio Drama

Radio features / Documentaries

News Bulletin

News Reel

15. Compare the film making style of Lumiere Brother and George Melies. Discuss their approach to the film making. 04
16. Who pioneered the concept of documentary, defined it in a famous phrase “creative treatment of actuality? How would you explain non- fiction films? 04
17. What is open source announcement? Explain the term open source announcement with examples. 04
18. What is tabloid journalism and how it’s different from mainstream journalism. Discuss the concepts involved in the tabloid journalism. 04
19. Briefly explain the stages of ‘The Two Step Flow Theory’ of media influence on audiences. In what way it has resulted in a better understanding of audience response? 4
20. Often media is blamed for the increase in crime rate. Many of the issues concerning the representations of violence in the media arise not from what is represented but how it is represented. Explain the key technical codes which very powerfully affect the way violence is presented. 5
21. What do you understand by the data transmission process? 5
22. Chitrasutra of the Vishnudharmottara explains the relationship and convergence of different arts has been explained. Write in detail about earliest statement. 5
23. Dance as an art has beautifully merged in to theater and cinema. Comment on this with reference to traditional dance categories Nritya and Nritya. 6
24. Soap opera has few parallel tracks or sub plots in the story line which simultaneously with the main story, providing possibility of a bigger expanse and larger number of characters. Keeping this in mind explain the script structure and significant features of soap opera. 6
25. Cinema seems to be the highest stage of embodiment for the potentialities and aspirations of each of the arts. Elaborate above statement. 06