

ISC SEMESTER 1 EXAMINATION
SPECIMEN QUESTION PAPER
MASS MEDIA & COMMUNICATION

Maximum Marks: 70

Time allowed: One and a half hours

(Candidates are allowed additional 15 minutes for only reading the paper.)

ALL QUESTIONS ARE COMPULSORY

Each question / subpart of a question carries one mark.

Question 1

An organized effort by a large group of people to achieve a goal is known as:

- (a) Social Plan
- (b) Social Movement
- (c) Social Anxiety
- (d) Society

Question 2

Which of the following is an example of a recent social media movement?

- (a) Chipko Movement
- (b) PSA's
- (c) Made in India
- (d) Black Lives Matter

Question 3

A change in the way society perceives and acts upon certain issues is known as:

- (a) Social Change
- (b) Social Movement
- (c) Social Plan
- (d) Social Understanding

Question 4

Due to media being a large contributing factor of social change, it is considered to be a _____.

- (a) Element
- (b) Catalyst
- (c) Focus
- (d) Vector

Question 5

Social media movements are a result of a strong desire for:

- (a) Exposure
- (b) Spotlight
- (c) Change
- (d) Principals

Question 6

The current platform by which social change and reformation have occurred at an accelerated pace.

- (a) Television
- (b) Internet
- (c) Social Media
- (d) Print Media

Question 7

_____ is a quality of a journalist that revolves around curiosity and discovery.

- (a) Inquisitiveness
- (b) Empathy
- (c) Understanding
- (d) Adventurer

Question 8

Framing of a sentence, focusing on the action being carried out by the subject is known as:

- (a) Adjective
- (b) Passive Voice
- (c) Active Voice
- (d) Verb

Question 9

The act of using another author's work without any form of attribution is known as:

- (a) Theft
- (b) Duplication
- (c) Piracy
- (d) Plagiarism

Question 10

Issues that create a conflict with a society's moral principles are known as _____ issues.

- (a) Personal
- (b) Societal
- (c) Conflictual
- (d) Ethical

Question 11

_____ is the practice of cash payment or equivalent to media houses by individuals to appear in or control news articles.

- (a) Fake News
- (b) Paid News
- (c) Black Money
- (d) Bribery

Question 12

Microphones with a heart-shaped sound pick up area are known as:

- (a) Unidirectional
- (b) Omnidirectional
- (c) Cardioid
- (d) Heart

Question 13

Microphones that pick-up sound from only one direction, usually the top, are known as:

- (a) Unidirectional
- (b) Omnidirectional
- (c) Cardioid
- (d) Heart

Question 14

_____ is a place where radio programs are conducted using various sound equipment.

- (a) Studio
- (b) Recording room
- (c) Sound Box
- (d) Podcast

Question 15

The person who conducts radio programs, speaks to callers, and hosts interviews on radio is _____.

- (a) Host
- (b) Presenter
- (c) Adjudicator
- (d) Jockey

Question 16

Wav, mp3 and WMA are all examples of _____ formats.

- (a) Audio recording
- (b) Video recording
- (c) Image file
- (d) News presentation

Question 17

Documents containing what a Jockey says, or expects to say, during a radio program is called:

- (a) Script
- (b) Files
- (c) Booklet
- (d) Prompt

Question 18

When a news story makes an event seem much worse or much more exciting than it actually was, it is considered to be _____.

- (a) Sensationalism
- (b) Bias
- (c) Hype
- (d) Fraud

Question 19

A news source will be much more willing to speak and share information with a journalist that they _____.

- (a) Fear
- (b) Pay
- (c) Trust
- (d) Acknowledge

Question 20

Which of the following is a device that captures sound in a studio and converts it into electronic signals?

- (a) Microphone
- (b) Amplifier
- (c) WAV
- (d) Recorder

Read the following extract and answer the questions that follow.

Question 21

The animal rights movement is a social movement which seeks an end to the rigid moral and legal distinction drawn between human and non-human animals, an end to the status of animals as property, and an end to their use in the research, food, clothing, and entertainment industries.

- (i) Which of the following is this movement trying to prevent?
 - (a) Illegal photography of animals.
 - (b) Animals as pets.
 - (c) Experimentation on animals.
 - (d) Therapy animals.
- (ii) The movement strives against the testing and research on animals as _____.
 - (a) The process is inhumane and the side effects are unknown.
 - (b) It increases the upkeep cost of the animals.
 - (c) It will never yield the same results on humans.
 - (d) The animals rarely survive the process.
- (iii) Which of the following had the greatest impact during the movement?
 - (a) News stories.
 - (b) Photographs and online images.
 - (c) Public speeches.
 - (d) Advertisements.

- (iv) The media has played an important role in highlighting animal cruelty by providing _____ of the practises involved during testing.
- (a) Visual evidence
 - (b) Explanation
 - (c) Various outcomes
 - (d) Feedback
- (v) What kind of social change is the movement trying to bring about?
- (a) Complete abolition of pets.
 - (b) Animals as dominant.
 - (c) Equal treatment for humans and animals.
 - (d) Animals to be considered human.

Question 22

During times of political turmoil, journalists turn to certain members of the public who are directly affected, for information. They question these people, understanding the hardship they might be facing, and uphold their promise of not disclosing their identities.

- (i) What are the members of the public who disclose information be known as?
- (a) Disclosure
 - (b) Sources
 - (c) Journalists
 - (d) Investigators
- (ii) _____ is a person who gathers information and converts them into news stories.
- (a) Source
 - (b) Journalist
 - (c) Editor
 - (d) Investigator
- (iii) Which quality of a good journalist would ensure that identities are not disclosed?
- (a) Trustworthy
 - (b) Empathy
 - (c) Inquisitiveness
 - (d) Nose for news

- (iv) Which of the following qualities allows a journalist to understand the feelings of the public during political turmoil?
- (a) Trustworthy
 - (b) Empathy
 - (c) Inquisitiveness
 - (d) Nose for News
- (v) Empathy is important for journalists as it allows them to speculate how an individual might _____ an emotional piece of news.
- (a) Divulge
 - (b) Empathise with
 - (c) Refute
 - (d) React to

Question 23

In journalism, simply being adventurous and trying to extract information from every source is not enough. One must also understand what information is relevant and will be relatable to the target audience.

- (i) A journalist with _____ is able to find relevant news more easily.
- (a) Contacts
 - (b) Inquisitiveness
 - (c) Empathy
 - (d) A Nose for News
- (ii) A journalist is more likely to find news sources due to his/her _____.
- (a) Inquisitiveness
 - (b) Bravery
 - (c) Contacts
 - (d) Empathy
- (iii) _____ is the presentation of a point, or explain it in a way different members of the public will understand it similarly.
- (a) Nose for News
 - (b) Empathy
 - (c) Language skills
 - (d) Explanation

- (iv) Having language skills allows you to explain _____.
- (a) The same point in different ways.
 - (b) Different points in the same way.
 - (c) Explain different points in different languages.
 - (d) Explain the same point in different languages.
- (v) Inquisitiveness revolves around the journalist's desire to _____.
- (a) Explain
 - (b) Question
 - (c) Empathise
 - (d) Build trust

Question 24

Though journalism has helped us connect with and understand the various events which occur around the world, several ethical issues have caused the general public to lose trust in the media.

- (i) Which of the following has caused the public to become suspicious of news stories?
- (a) Fake news
 - (b) Paid news
 - (c) Hype
 - (d) Plagiarism
- (ii) Sensationalism hurt the value of news due to:
- (a) Incorrect information.
 - (b) Excessive publicity for small events.
 - (c) Cost of front-page stories.
 - (d) Theft of work.

- (iii) Why has paid news become a popular but unethical means of attracting journalists?
- (a) It balances price of stories.
 - (b) The journalists do not have fixed salaries.
 - (c) Competition makes news expensive.
 - (d) These stories gain priority.
- (iv) What negative impact does fake news have on the public?
- (a) Disbalances price of stories.
 - (b) Causes panic.
 - (c) Hype to lesser stories.
 - (d) Encourages plagiarism.
- (v) Sensationalism creates excitement at the cost of _____.
- (a) Hype
 - (b) Trust
 - (c) Accuracy
 - (d) Reality

Question 25

Reporting results is the spread of information. However, many tactics involved in reporting may be unethical or even illegal, causing physical or emotional harm to parties involved.

- (i) Duplication of information is considered to be plagiarism when the original content creator is not given any _____.
- (a) Coverage
 - (b) Internship
 - (c) Credit
 - (d) Salary

- (ii) Plagiarism also falls under the category of _____.
- (a) Copyright infringement
 - (b) Fake news
 - (c) Paid news
 - (d) Theft
- (iii) Section 63 of the Indian Copyright Act considers copyright infringement as a _____.
- (a) Criminal offense
 - (b) Minor Offense
 - (c) Act of treason
 - (d) Matter of importance
- (iv) Plagiarism does not include using _____.
- (a) Online photographs
 - (b) Public statement
 - (c) Magazine articles
 - (d) Private research
- (v) Forgetting to state your _____ or not using quotation marks may result in accidental or unintentional plagiarism.
- (a) Facts
 - (b) Methodology
 - (c) Agenda
 - (d) Source

Question 26

Sting operations are considered to be a questionable means to gather information due to the unethical tactics used during the process.

- (i) Sting operations are considered to be unethical as they _____ the subject to commit a crime which they otherwise might not have committed.
- (a) Convince
 - (b) Conclude
 - (c) Trick
 - (d) Propose

- (ii) Sting operations are generally aimed at known or suspected _____.
- (a) Criminals
 - (b) Politicians
 - (c) Journalists
 - (d) Instigators
- (iii) Sting operations are risky for _____ as it requires them to be physically part of the process in most cases.
- (a) Criminals
 - (b) Journalists
 - (c) The general public
 - (d) Pedestrians
- (iv) Often, sting operations make use of _____ equipment, which provides visual or audio proof of events.
- (a) telecommunication
 - (b) relay
 - (c) recording
 - (d) GPS
- (v) Journalists are sometimes considered part of the criminal activity due to their _____ in the events of the case.
- (a) Corruption
 - (b) Guidance
 - (c) Recording
 - (d) Involvement

Question 27

Along with fake news and paid news, news agencies are sometimes known to push the agenda of certain individuals or parties. We are sometimes exposed to advertisements when we are under the false impression that they are news stories.

- (i) An advertisement that provides information about a product in the style of an editorial or objective journalistic article, is:
 - (a) Paid news
 - (b) Advertorial
 - (c) Fake news
 - (d) Partisan reporting

- (ii) When a news agency serves a particular individual or party, it is known as:
 - (a) Advertorial
 - (b) Paid news
 - (c) Partisan reporting
 - (d) Fake news

- (iii) The prejudice against a side of an argument, or a disbalanced agreement towards only one side of it, is known as _____.
 - (a) Bias
 - (b) Partisan
 - (c) Conditional
 - (d) Paid news

- (iv) Advertorials are considered unethical due to their _____ nature.
 - (a) Biased
 - (b) Misleading
 - (c) Corrupt
 - (d) Conditional

- (v) Advertorials draw in their target audience by concealing themselves as _____.
- (a) Television programs
 - (b) Partisan reporting
 - (c) Images
 - (d) News articles

Question 28

A radio jockey's main role is to communicate with the audience and form a connection with them. He/she becomes a part of the listener's everyday life, not just as background noise, but as company as well.

- (i) A radio jockey requires a command over language, both spoken and _____.
- (a) Scripted
 - (b) Audio
 - (c) Unspoken
 - (d) Written
- (ii) Unless a jockey maintains _____ with the audience, they will not consider the radio program to be part of their daily routine.
- (a) Connectedness
 - (b) Interest
 - (c) Familiarity
 - (d) Communion
- (iii) A radio Jockey must have knowledge of _____ so that any technical issues that might arise can be swiftly dealt with.
- (a) Recording equipment
 - (b) The community
 - (c) Psychology
 - (d) Engineering

(iv) _____ allows a radio jockey to play with words and communicate various points in a way that all listeners can understand it.

- (a) Psychology
- (b) Command on language
- (c) Wit
- (d) Inclusion

(v) Jockeys maintain connectedness with the audience by speaking in a _____ tone and focusing on relatable topics.

- (a) Formal
- (b) Commanding
- (c) Conversational
- (d) Monotonous

Question 29

A radio studio has a diverse array of equipment used for recording and broadcasting.

- (i) Which of the following used to carry electronic signals from one device to another?
 - (a) Lead wire
 - (b) Antenna
 - (c) Amplifier
 - (d) Condenser

- (ii) Which of the following increases the input current or voltage?
 - (a) Lead wire
 - (b) Amplifier
 - (c) Antenna
 - (d) Condenser

- (iii) Small microphones that can be attached to a collar in order to keep the person's hands free are known as:
 - (a) Condenser
 - (b) Lapel/Lavalier
 - (c) Cardioid
 - (d) Boom

- (iv) _____ is an audio equipment that allows multiple sources of sound to be played together at the same time.
 - (a) Sound mixer
 - (b) Amplifier
 - (c) Sound Setter
 - (d) Tape deck

- (v) _____ microphones may be kept in the centre of several sound sources as they pick up all sound equally.
 - (a) Boom
 - (b) Linear-directional
 - (c) Unidirectional

- (d) Omnidirectional

Question 30

When speaking on radio, a jockey must be mindful of the language used, and if all sections of the public can understand what is being said.

- (i) _____ must be avoided while explaining facts to the public, as only a select few might understand them.
 - (a) Jargon
 - (b) Descriptions
 - (c) Bias
 - (d) Intricacies
- (ii) Technical jargon should only be used when speaking to subject _____.
 - (a) Interviewers
 - (b) Experts
 - (c) Counsellors
 - (d) Activists
- (iii) Not everyone has the same level of education. _____ ensure that the content is understood by the majority of the population.
 - (a) Jargon
 - (b) Simple sentences
 - (c) Psychology
 - (d) Radio language
- (iv) A radio jockey maintains the order of points to be said and ensures that the program moves in a particular direction with the help of a _____.
 - (a) Panel
 - (b) Script
 - (c) Team
 - (d) Coordinator
- (v) To keep statements exciting, a jockey must always remember to frame sentences in _____.
 - (a) Passive voice

- (b) Questions
- (c) Active voice
- (d) Exclamation