



# B.K. BIRLA CENTRE FOR EDUCATION

SARALA BIRLA GROUP OF SCHOOLS  
A CBSE DAY-CUM-BOYS' RESIDENTIAL SCHOOL

## PRE-MID TERM EXAMINATION 2025-26

### MASS MEDIA STUDIES (835)

#### MARKING SCHEME

Class: XII

Date: 4.08.25

Admission no:

Time: 1 Hour

Max Marks: 25

Roll no:

#### SECTION A

**Q1. According to the passage, what makes a medium a *mass* medium?** 1

- A. The number of people using it      B. The artistic expression it carries  
C. The technology and its outreach      D. Its one-to-one communication style

**Q2. Which of the following statements about mass communication is *NOT* true?** 1

- A. It is unidirectional in nature      B. It is usually technology-based  
C. It involves instant feedback from audiences      D. It can reach audiences across continents

**Q3. According to historian V.K. Rajwade, which of the following is not one of the four natural abilities from which artistic communication forms evolved?** 1

- A. Gesture      B. Language      C. Ability to Draw      D. Making Solid Figures

**Q4. The *Phatic Stage* of interpersonal communication is primarily meant to:** 1

- A. Express personal emotions      B. Begin formal interaction with greetings  
C. Share intimate life details      D. Seek emotional support

**Q5. Which of the following barriers arises primarily from the *psychological condition* of the sender or receiver?** 1

- A. Mechanical barrier      B. Linguistic barrier  
C. Psychological barrier      D. Cultural barrier

#### SECTION B

**Q6. Differentiate between interpersonal communication and mass communication with one key feature each.** 2

**A:** Interpersonal communication is direct, two-way, and face-to-face with immediate feedback. Mass communication is one-way, technology-driven, and reaches a large, geographically scattered audience without direct feedback.

**Q7. How do physical barriers such as climate or noise affect communication?** 2

**A:** Physical barriers like extreme weather, loud noise, or improper space can distract participants, reduce attention, and distort the message, leading to ineffective or misinterpreted communication.

**Q8. What is meant by "defensiveness" in communication, how does it become a barrier? 2**

**A:** Defensiveness occurs when a person feels threatened, emotionally or physically. This triggers protective responses like withdrawal or aggression, which hinder open, honest, and effective communication.

### **SECTION C**

**Q9. Explain how Rajwade classifies the evolution of human communication using functional and evocative modes. 3**

**A:** Rajwade proposes that human communication evolved from four natural abilities—speech, gesture, drawing, and creating solid figures. Each has a functional and an evocative application, such as language vs. verse or alphabet vs. painting. With external tools like instruments or puppets, these expand into forty forms, reflecting both practical use and imaginative expression.

**Q10. Explain how linguistic and cultural differences together can create barriers in communication. Use an example. 3**

**A:** Linguistic barriers arise when people don't share a common language, leading to misunderstandings. Cultural barriers add complexity through varied body language, norms, or expressions. For example, a nod may mean "yes" in one culture but "no" in another. Combined, these differences often cause confusion, misinterpretation, or even offense in cross-cultural communication.

### **SECTION D**

**Q11. Critically evaluate how the structure and reach of mass media differ from performing and fine arts as mediums of communication. Use examples. 4**

**A:** Mass media differ significantly from performing and fine arts in structure, reach, and permanence. While performing arts like theatre or dance are ephemeral and limited to a specific audience present at a given time and place, mass media use technology to transcend physical boundaries. For example, a television program produced by a few individuals can reach millions across the globe in real time, creating a mass audience. Fine arts like painting and sculpture are visual and static, requiring physical presence, whereas mass media such as radio or the internet can deliver dynamic content—audio, video, or interactive formats—to a wide audience. This technological scalability and one-way, yet instantaneous nature of mass communication makes it a powerful tool for advocacy, education, and influence.

**Q12. Critically evaluate how Rajwade's classification explains the connection between human senses, art, and the evolution of mass communication. 4**

**A:** Rajwade's classification effectively links sensory abilities with the development of communication forms. He identifies four human faculties—speech, gesture, drawing, and solid-form creation—as the roots of expressive practices. By exploring both **functional** (like language and alphabet) and **evocative** (like verse and painting) uses of these, he illustrates the dual role of communication in conveying meaning and emotion. External tools such as musical instruments, puppets, and cameras expand human reach, giving rise to modern mass media. His framework highlights that **mass communication is a technologically evolved extension of innate human expression**. It also shows the interconnectedness between communication, art, and media—each influencing the other while continuing to evolve with societal and technological shifts.