



B.K. BIRLA CENTRE FOR EDUCATION

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

TERM-1 EXAMINATION, 2025-26 MASS MEDIA STUDIES (835)

**Class: XI
Date: 3.09.25
Admission no:**

MARKING SCHEME

**Time: 3 Hours
Max Marks: 60
Roll no:**

SECTION A

- 1. Which of the following best describes the key difference between interpersonal communication and mass communication?** **1**
A. Interpersonal communication is always written, mass communication is always oral
B. Mass communication is interactive, interpersonal is unidirectional
C. Mass communication involves technology and reaches a large audience, while interpersonal communication is face-to-face and localized
D. Interpersonal communication is one-way, mass communication is two-way
- 2. Why is cinema considered a 'complete medium' in the context of media studies?** **1**
A. Because it uses live performances only
B. Because it includes both art and communication media elements
C. Because it is always based on true stories
D. Because it only uses text and images
- 3. What are the three stages of interpersonal communication?** **1**
A. Personal, Social, Cultural B. Personal, Intimate, Public
C. Phatic, Personal, Intimate D. Formal, Functional, Evocative
- 4. Which natural human ability is linked to the development of puppetry according to Rajwade?** **1**
A. Drawing B. Solid figure **C. Gesture** D. Sound
- 5. Which of the following is a psychological barrier to communication?** **1**
A. Noise in the environment B. Technical failure of a microphone
C. Frame of reference and emotional state D. Different time zones
- 6. What is a mechanical barrier in communication?** **1**
A. The use of difficult vocabulary B. Difference in cultural backgrounds
C. Breakdown in devices like phones or hearing aids D. Interruptions due to crowd behaviour
- 7: In what way is cinema different from literature in the creation of imagery?** **1**
A. Cinema uses words to create different personal images
B. Cinema allows each viewer to interpret scenes differently
C. Cinema shows fixed images on screen that all viewers see the same way
D. Literature uses visuals, cinema uses only imagination
- 8: Which of the following best explains why cinema is called a "spatio-temporal" medium?** **1**

A. It uses painting and sculpture in its visuals

B. It tells stories using time and space through visuals and sound

C. It uses music to create mood

D. It can be watched from multiple points of view

9: While watching a scene where a character appears small and vulnerable, you notice the camera is placed high above them. What visual technique is being used, and what is its likely purpose? 1

A. Low angle shot – to show dominance

B. Eye-level shot – to show equality

C. High angle shot – to show weakness

D. Tracking shot – to create suspense

10: You are watching a film where two scenes overlap — the first gradually disappears as the second one appears. Which editing transition is used, and what effect does it create? 1

A. Cut – creates urgency

B. Fade – marks time/location shift

C. Dissolve – creates a smooth transition between scenes

D. Wipe – used for flashbacks

11: What does a close-up shot typically convey in the opening of a film? 1

A. Geographic setting

B. Character's emotional state

C. Action sequence

D. Passage of time

12: Which camera movement is most effective for following a character through space and building narrative momentum? 1

A. Static shot

B. Tilt

C. Tracking shot

D. Zoom-in

13. What is the primary source of revenue for mainstream newspapers? 1

A) Subscription fees

B) Government grants

C) Advertising and circulation

D) Donations from NGOs

14. Which newspaper format is described as narrower than a broadsheet and taller than a tabloid, associated with quality journalism? 1

A) Compact

B) Tabloid

C) Berliner

D) Bulletin

15. Assertion (A): Radio documentaries are often more impactful than news bulletins.

Reason (R): Documentaries use narration, real voices, background effects, and music to create an engaging and informative experience. 1

A. Both A and R are true, and R is the correct explanation of A.

B. Both A and R are true, but R is not the correct explanation of A.

C. A is true, but R is false.

D. A is false, but R is true.

16. Assertion (A): The Indian government does not permit private FM channels to broadcast political news bulletins.

Reason (R): This ensures uniform access to diverse news sources across television and radio media. 1

A. Both A and R are true, and R is the correct explanation of A.

B. Both A and R are true, but R is not the correct explanation of A.

C. A is true, but R is false.

D. A is false, but R is true.

17. Assertion (A): The unicast nature of the Internet allows for more reliable and customized content delivery compared to traditional media like radio or TV.

Reason (R): Unlike multicast systems, unicast uses IP to confirm successful delivery of each data packet and can retransmit if an error occurs. 1

A. Both A and R are true, and R is the correct explanation of A.

B. Both A and R are true, but R is not the correct explanation of A.

C. A is true, but R is false.

D. A is false, but R is true.

SECTION B

18. What is the phatic stage of interpersonal communication?

2

A: The phatic stage is the initial, formal level of communication involving greetings like “Hi” or “Namaste.” It serves as a social icebreaker and may or may not lead to deeper conversation.

19: How does cinema incorporate elements of painting and sculpture into its visual storytelling?

2

A: Cinema borrows the concept of framing, color, composition, and depth from painting, and uses spatial arrangement and multiple perspectives like sculpture. These visual techniques help create mood, realism, and artistic depth in cinematic storytelling.

20: How do camera movement and image size influence the audience's perception in the opening sequence of a film?

2

A: Camera movement draws viewers into the action, setting the pace and emotional tone. For example, a tracking shot can build tension or curiosity. Image size, like close-ups, reveals emotions, while long shots establish setting. Together, they guide the viewer’s focus and shape the narrative experience right from the start.

OR

How does background music contribute to the emotional tone of a film? Give one example.

A: Background music enhances emotional depth and guides audience response. For example, in Titanic, the recurring theme “My Heart Will Go On” evokes love and loss, reinforcing the tragic mood. Music helps express emotions even when visuals are subtle, making scenes more impactful.

21: You are asked to design a radio feature about the impact of climate change in rural India. Briefly describe two key elements you would include in your script to make the programme both informative and engaging.

2

A: Real Voices & Interviews: Include interviews with farmers and villagers discussing how changing weather patterns affect their crops and lives. **Narration with Sound Effects:** Use a narrator to connect segments, supported by natural background sounds like rain, thunder, or dry winds to create atmosphere and immersion.

SECTION C

22: How does mass media influence a mass audience differently from a live, compact audience, and what does this imply about the power of media in shaping public opinion?

3

A: Mass media reaches dispersed audiences simultaneously, creating a shared experience without physical presence. Unlike a compact live audience that reacts in unison, mass audiences are isolated, making them more vulnerable to media influence. This atomization allows media to subtly shape opinions, values, and behaviors on a large scale through advertising, propaganda, and emotional appeal.

23: Explain how physical and linguistic barriers affect communication with examples.

3

A: Physical barriers like noise, distance, or poor weather can cause distraction or distortion for example, trying to speak in a loud market may hinder clarity. Linguistic barriers occur when the sender and receiver do not share a common language or dialect, leading to misunderstandings such as a Hindi speaker struggling to follow technical instructions given in English.

24. Analyse how the use of camera movement and image size in the opening sequences of a film can contribute to mood, character introduction, and narrative pacing. Use cinematic examples to support your answer. 3

A: Camera movement and image size set mood, pace, and introduce characters effectively. In *Gabhricha Paus*, a moving camera creates urgency, followed by static shots to show shock. *Schindler's List* uses close-ups for emotional depth and long shots for context. Tracking shots add tension, while pans/tilts reveal space. These techniques shape viewer perception and narrative flow.

25. Differentiate between broadsheet and tabloid newspapers. Provide two key differences with examples. 3

A: **Broadsheet** newspapers are large in size and are typically associated with serious, in-depth journalism and detailed reporting. Example: *The Hindu*, *The Indian Express*. **Tabloid** newspapers are smaller in format and often focus on sensational news, celebrity gossip, and eye-catching headlines. Example: *Mid-Day*, *Mumbai Mirror*.

Key Differences:

- **Content Style:** Broadsheets offer analytical and formal news coverage, while tabloids focus more on entertainment and sensationalism.
- **Layout and Design:** Broadsheets have a more text-heavy layout, whereas tabloids use large headlines and photographs to attract attention.

26: You are tasked with advising a rural school that has slow internet connectivity on how to use online education resources effectively. Based on your understanding of buffering, edge congestion, and data packet transmission, suggest three specific strategies they could implement to ensure smoother access to audio-visual learning materials. 3

A: Download Content in Advance: Use periods of low traffic (like nighttime) to download educational videos and store them locally to avoid buffering during class hours.

1. **Use Compressed or Lower-Resolution Media:** Opt for lower-quality video/audio formats to reduce data packet size and ease congestion at the edge.
2. **Implement Local Caching:** Set up a small local server or cache to store frequently accessed materials, reducing repeated downloads from the Internet and minimizing dependency on real-time connectivity.

OR

Explain the term “edge congestion” in the context of internet data flow. Why does it primarily affect consumers?

A: Edge congestion refers to the slowdown or bottleneck in data transmission at the **receiver end (the edge)** of the internet, often due to underdeveloped infrastructure. It mainly affects consumers because their local networks lack the capacity to handle **high-bandwidth data** like videos or music, unlike corporations or institutions which have powerful edge infrastructure.

SECTION D

27. Explain how the technological advancements have transformed mass communication in recent decades. In your answer, discuss the shift from traditional mass media to digital platforms and its implications for both producers and audiences. 4

A: Technological advancements have revolutionized mass communication by shifting it from traditional, centralized platforms like newspapers, radio, and TV to decentralized, digital platforms such as blogs, social media, podcasts, and video-sharing sites. Earlier, only powerful organizations could access mass communication tools; today, individuals can reach global audiences through the internet. This allows more voices to be heard but also raises concerns about misinformation and content quality. Audiences are no longer passive receivers; they now engage, comment, and even produce content. Producers must adapt to instant feedback, diverse platforms, and audience

preferences. While this evolution enhances interactivity and accessibility, it also challenges traditional media in terms of authority and influence.

28: Differentiate between interpersonal communication and mass communication with relevant examples.

A: Interpersonal communication occurs between individuals or small groups, usually face-to-face, allowing immediate feedback and personal interaction. It is informal, spontaneous, and may or may not involve technology—for example, a conversation between friends or a classroom discussion.

In contrast, mass communication is one-way, technology-driven communication from a few senders to a large, dispersed audience. Feedback is often delayed or absent. It requires organized infrastructure like TV stations, radio channels, or newspapers. For instance, a televised news broadcast or a film release. While interpersonal communication fosters intimacy and mutual understanding, mass communication focuses on information dissemination, persuasion, or entertainment on a larger scale. Both play crucial roles in shaping individual and societal experiences.

OR

Q: In what ways is cinema both similar to and different from other art forms such as literature, painting, sculpture, and music?

A: Cinema is similar to other art forms because it borrows their elements: storytelling from literature, framing and composition from painting, three-dimensional space from sculpture, spatial design from architecture, and rhythm and emotion from music. However, cinema is different because it uniquely combines all these elements into a spatio-temporal, audio-visual, and technologically driven medium.

Unlike literature, which allows individual imagination, cinema presents the same visual image to all viewers. Unlike theatre, which is live and variable, cinema offers a fixed, edited experience.

Cinema's ability to manipulate time, space, sound, and visuals together gives it a unique narrative power, making it more immersive and universal in appeal compared to individual traditional art forms.

29: Discuss how cinema, while drawing from other art forms like literature, music, theatre, painting, and sculpture, retains its own unique identity as a medium. 4

A: Cinema is a unique narrative art form that synthesizes multiple disciplines—literature contributes plot and dialogue, painting offers visual framing, sculpture informs spatial depth, theatre influences performance, and music sets tone and emotion. However, cinema stands apart as it presents a unified, immersive **audiovisual** experience bound in **time and space**. Unlike theatre, where perspectives vary, or literature where mental images differ, cinema offers **controlled, edited viewpoints** seen identically by all viewers. Its reliance on **technology** editing, camera movement, sound mixing—further distinguishes it. Cinema doesn't merely combine these arts; it transforms them through **motion** and **sound design**, giving rise to a new sensory experience, making it not just a hybrid, but an independent and modern storytelling medium.

30: Compare counterprogramming with hammocking in terms of audience targeting and scheduling goals. Provide an example scenario for each to illustrate your point. 4

A: Counterprogramming is a television scheduling strategy where a channel broadcasts content that appeals to a different demographic than that of a competing program airing at the same time. The aim is to attract viewers who are not interested in the rival program. For instance, if a competing channel is airing an action-packed thriller targeting young males, a network may schedule a family drama or a romantic show to engage female or older audiences. This is an external competition strategy. In contrast, *hammocking* is an internal programming technique where a new or weaker show is placed between two strong, well-established shows on the same

channel to retain viewership and build interest in the new content. Both aim to maximize audience engagement through strategic scheduling.

31. Compare the editorial page and the Op-Ed page in a daily newspaper. Explain their purpose and typical contents. **4**

A: The **editorial page** typically contains two or three editorials written by the editorial board, a lead feature article in the center, a lighter piece known as “the middle,” and often reader contributions in the *Letters to the Editor* column. It represents the newspaper’s official stance on issues.

The **Op-Ed page**, short for "Opposite the Editorial Page," features opinion pieces by guest writers, experts, or columnists not affiliated with the editorial board. It offers diverse perspectives on current issues.

The purpose of both pages is to provide analysis, informed opinions, and stimulate public debate. They are central to a newspaper’s role in fostering informed citizenship.

*****All the best*****