

COVER PAGE

Understanding the Evolution and Forms of Mass Media-1, 738

Marking Scheme

Class XII - 2018-19

Time: 3Hours

Total Marks: 60

General Instructions:

1. *Marking Scheme is divided into two sections: Section-A and Section- B.*
2. **Section–A:**
 - i. *Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.*
 - ii. *Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.*
 - iii. *Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.*
3. **Section–B:***Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.*
4. *All questions of a particular section must be attempted in the correct order.*
5. *Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.*
6. *The maximum time allowed is 3 hours.*
7. *The marking scheme carries only suggested value points for the answers. These are only guidelines and do not constitute the complete answers. The students can have their own expression and if the expression is correct, the marks be awarded accordingly.*

Understanding the Evolution and Forms of Mass Media-I, 738

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Marks:60

General instructions:

1. The marking scheme carries only suggested value points for the answers. These are only guidelines and do not constitute the complete answers. The students can have their own expression and if the expression is correct, the marks be awarded accordingly.
2. All the Head Examiners/Examiners are instructed that while Evaluating the answer scripts, if the answer is found to be totally incorrect, the (x) should be marked on the incorrect answer and awarded '0' marks

Q.No.	EXPECTED ANSWER/VALUE POINTS	MARKS	TOTAL MARKS
1	Dada Saheb Phalke known as the Father of Cinema. Or He was an Indian producer, director and Screenwriter.	1	1
2	A ground plan is a diagrammatic representation of what the setting looks like in a scene.	1	1
3	Micro Composition-It refers to the directional and technical aspects of the film craft such as composition of shots, sound track, pace of editing etc.	1	1
4	Lionel Fielden was the First Director General/Controller of All India Radio (AIR).	1	1
5	1.) India Today 2.) ABP News 3.) AajTak (Any Two)	1/2+1/2	1
6	Press Trust of India	1	1
7	Blogs are websites or parts of them maintained by individuals. They are expected to make regular contributions to the blog and these	1	1

	contributions are in various audio-visual forms. Blogs vary in form and content depending upon themes and primary audience they sometimes may be aiming at.		
8	An analogue signal is any continuous signal for which the time-varying feature of the signal is a representation of some other time varying quantity, i.e. analogous to another time varying signal.	1	1
9	In broadcasting, a phone-in or call-in is a programme format in which the viewers or listeners are invited to air their live comments by telephone, usually in respect of a specific topic selected for discussion on the day of the broadcast.	1	1
10	Messages distributed by electronic means from one computer user to one or more recipients via a network. OR E-mail or Electronic mail has a great importance in the social and private arenas. It is much easier and cheaper in comparison with other means of communication through the internet facility. We can send any content to the world without obstruction through an e-mail.	1	1
11	1.) Online newspapers are free of cost while we have to pay for traditional newspaper. 2.) There is no hard copy for online newspaper.	1	1
12	Journalism is a practice of collecting, analysing and representing the information about any issue, event or person to the public through medium like television, radio, print etc.	1	1
13	Advertising (Classified, display) is the primary source of revenue for newspaper companies. The newspaper industry has been adjusting to changes in the mix of services that produce this revenue. Circulation number of newspapers distributed or sellsin the market.	1+1	2
14	Tabloid journalism is frequently termed as yellow journalism primarily because of its tendency to sensationalize and trivialise events, issues and people. The staple of the tabloids is the private lives of famous people, crimes, accidents, disasters, public corruption, sex etc.	2	2

15	Principle of montage was much more than parallel action. It was the higher unity of things. Two shorts collided on screen to give rise to a new meaning not contained in individual shots.	2	2
16	A body of book publishers, news media, etc., not controlled or restricted by government censorship in political or ideological matters.	2	2
17	<i>A local newspaper</i> serves a region such as a city, or part of a large city. A <i>newspaper</i> that reports <i>news</i> and information in a variety of format relevant to a locality, community or specific <i>local</i> area in print or available online.	2	2
18	<p>Helps in Building Communities – Since our world has different religions and beliefs. Social media helps in building and participating in the community of own religion and believes to discuss and learn about it.</p> <p>Education – Social media has a lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media.</p> <p>Connectivity – The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.</p> <p>Help – You can share your issues with the community to get help and giddiness. Whether it is helping in terms of money or in terms of advice, you can get it from the community you are connected with.</p> <p>Information and Updates – The main advantage of the social media is that you update yourself from the latest happenings around in the world.</p> <p>Promotion – Whether you have an offline business or online, you can promote your business to the largest audience.</p> <p>(Any Two)</p>	1+1	2

19	<p><i>MajidTehrani</i>says that Three megatrends characterize our own era and perhaps the rest of the 21st century - Globalization, Regionalization, and Democratization.</p> <p>He says that globalization and regionalization are proceeding rapidly aided by technical progress and global and national institutions. However, democratization is lagging somewhat behind. In the post 1991[collapse of Soviet Union] world he sees democratization to have become an unmistakable force throughout the world.</p>	2	2
20	<ol style="list-style-type: none"> 1. -Cut- It is a straight and instant change in visual 2. Fade in/Fade out- The shot already on the screen begins to go dark and then finally the screen becomes completely dark. This is known as fade out. Then the next shot begins to appear slowly from darkness and attains brightness gradually. This is fade in. 3. Dissolve- The shot already on the screen begins to slowly disappear and another one begins to emerge simultaneously. The first shot is said to be dissolved into the second one. 4. Super imposition- It is similar to dissolve, except that both the shots stay on screen for a length of time. There could be more than 2 shots used at times. 5. Bleach – This is opposite of fade. The screen begins to become brighter and brighter till all the details of the shot are like ‘bleached’ and there is only brightness on the screen. 6. Wipe – It is a lateral movement of the new incoming shot that wipes or pushes away the existing shot. <p>(Any Three)</p>	1+1+1	3
21	<p>Theme Plot/Synopsis Time and Space Techniques Achievements/Feedback (Any Three with Explanation)</p>	1+1+1	3
22	<p>The words of a radio talk need to be kept simple and familiar, yet descriptive and powerful, and the sentences short and without dependent clauses and awkward inversions. Care should be taken to keep close to the rhythm of ordinary speech when writing the talk and also when recording it. Radio talks have definite structure.</p>	3	3
23	<ul style="list-style-type: none"> • It is one of the most important source of entertainment, creates a mood. 	1+1+1	3

	<ul style="list-style-type: none"> • It forms rhythm in our body to work. Motivates the listeners to work and give their hundred percent. • It persuades the message very easily among the listeners. One of the factors that attract the audience to listen to their favourite stations. <p>OR</p> <p>(General Concept)</p>		
24	<p>– Cinema is called as ‘Cinderella of all arts’ because it is the youngest of the arts and it has a history as rich and as diverse as any other art forms. What has taken place in the other arts over the centuries, and equivalence of that has taken place in cinema on merely 11 decades.</p> <p>Initially the films were simply curiosity satisfying pieces. The early audiences were thrilled to see that the pictures could at last move. This was something they had been waiting for</p>	3	3
25	<p>A few telecom service providers have begun offering a ‘news alert’ as a value addition service on mobile phones. These are in the form of SMS messages. School exam results, Crickets scores, Result of contest, emergency messages, scotching rumors by Authorities are other kinds of ‘news alerts’ which are offered by mobile operators. Several newspapers, news channels and telecom operators offer ‘news alerts’ via email. BBC, CNN, IBN and NDTV were the first to offer these services free. Further the majority of daily newspapers and news channels pose questions for audiences to respond to via email or SMS.</p>	3	3
26	<p>The age of information was brought in a major way by the image making technologies of the 19th century through Camera and photographs.</p> <p>Earlier one could talk about a place or a person only after our first hand experience. But by looking at photographs one was able to get analogous idea of the place or the appearance of the person. This was not a direct experience but a new experience of information. Similarly through recorded sounds one could get an idea of person’s voice or could listen to her description of anything which was limited to written reports or letters before this invention.</p>	3	3
27	<p>Mass media is a technology which makes communication possible between sender and receiver of any signal. Functions of mass media are:-</p> <p>1.All pervasive:-impacts every aspect of our lives.</p>	1+1/2 Mark Each point	5

	<p>2.Inclusive:- includes all aspects of society.For example,the role of media in depicting various parts of India as parts of the whole.</p> <p>3.Socialiser:-tells us about the acceptable modes of behaviour and the unacceptable modes of behaviour. For example,the role of media in encouraging people to give polio vaccines to children.</p> <p>4.Influencer:-influences behavior.For example,the role of media in encouraging people not to drink and drive.</p> <p>5.Aspiration driver:-for example, the role of media in encouraging consumption patterns such as the use of microwaves or modular kitchens.</p> <p>6.Persuader/seller/Nagger:-For example,advertising and how it acts on the psyche, especially minds of youth.</p> <p>7.Awareness creator/Informer:- the role of media in propagating spread of information-be it news or current affairs or government policies.</p> <p>8.Education:-The role of media in spreading education.</p>		
28	General Creative Concept	5	5
29	General Creative Concept	5	5
30	<p>Internet plays a vital role in the daily life of youth. There is only one destination that is internet where youth find the answer of their questions. It helps the student in many ways as it provides information. It aware the students about their exam patterns ,exam results, politics influence on public etc. Communication between friends from one corner to another corner is possible .It releases their stress, pressure and gives relief. It is the source of earnings for the youth if they upload videos on YouTube and for that they are paid .It has a negative impact on youth that is they are becoming couch potatoes because they spend more time on phone and social websites. Youth learns bad habits like smoking, drinking through some videos and try to imitate the stunts which can be dangerous. It curbs physical activity and have contributed to downfall of social morality. Adverse criticism begin to attract the person as they waste their time on trolling other person.</p>	5	5
31	<p>The VividhBharati was started on 2nd October 1957 as a service of light entertainment to complete with Radio Ceylon which had begun directing a commercial service to India on powerful short-wave transmitters. Earlier, AIR had banned film music on its programmes, for It was felt that music was too cheap and vulgar to be broadcast</p>	5	5

	<p>on AIR and its regional services. Sponsored programmers were introduced in May1970. Initially, a daily five four programmes was put out and 60% of the time was devoted to film music. The rest of the time was given to devotional music, short please, short stories and poetry recitals. The proportion of film music on VividhBharati remains 60% why classical and light classical music, folk and Regional music constitute around 20% of transmission time. The channel also carries two news bulletins and some spoken word programmes. Music constitutes 40% of total programs broadcast over AIR comprising classical, light, folk, film and music in the regional languages</p>		
32	<p>While film remains a highly developed language, television remains a recording medium without any aesthetic definition of its own. It is a platform medium for various to express themselves. Television has a great disseminating ability. Once it was possible to transfer optical signals into electronic Signals, film to begin to be shown on television. On the positive side, it meant that a film could have an unprecedented, huge audience that go to watch is simultaneously in different countries and different time zones .Films could also be made in electronics or digital format.</p>	5	5
33	<p>Images recorded by photographic camera are obtained by chemical process. These images are real and are called optical. They can be black and white or color. The original image formed is called a negative and from it finally finished positive images is obtained. Whereas the images that are formed and it electronic or digital form are virtual.They are stored as an electronic data and can be seen only with the help of a machine. They can be easily duplicated without the fear of any loss of quality. These images can be attached to an email a transmitted and they can be easily stored on variety of locations such as the hard disk, the USB drive, CD, DVD or in cyberspace etc.An optical image can be easily converted Into an electronic one and stored suitably.</p>	5	5