

UNDERSTANDING THE EVOLUTION AND FORMS OF MASS MEDIA II (738)
BLUEPRINT FOR MARKS DISTRIBUTION
Class XII (2018-19)

Time: 3 hours

Marks: 60

The blue print for the examination is as follows:-

UNIT NO.	UNIT NAME	SECTION -A			SECTION -B	TOTAL QUESTIONS
		MCQ / FILL IN THE BLANKS / DIRECT QUESTION	VERY SHORT ANSWER QUESTION	SHORT ANSWER QUESTIONS	LONG/ ESSAY TYPE QUESTION	
		(1-MARK EACH)	(2-MARKS EACH)	(3-MARKS EACH)	(5-MARKS EACH)	
I	MEDIA LITERACY	---	---	---	2	2
II	ASPECTS OF FILM LANGUAGE	2	---	2	---	4
III	CONTENT ANALYSIS OF TV PROGRAMMES	1	---	---	1	2
IV	CONTENT ANALYSIS OF RADIO PROGRAMMES	1	---	2	---	3
V	CONTENT ANALYSIS OF NEWSPAPERS AND PERIODICALS	1	2	---	---	3
VI	FEATURES OF THE INTERNET	1	---	---	1	2
VII	THE EVOLUTION OF INTERNATIONAL CINEMA	1	1	1	---	3
VIII	THE EVOLUTION OF INTERNATIONAL TELEVISION	1	2	---	---	3
IX	THE EVOLUTION OF PRINT MEDIUM	2	---	1	--	3
X	THE EVOLUTION OF RADIO	---	---	---	1	1
XI	EVOLUTION OF THE INTERNET	1	1	---	---	2
XII	INDEPENDENCE AND INTERCONVERTIBILITY OF THE MEDIA	1	---	---	2	3
XIII	CONVERGENCE AND THE NEW POSSIBILITIES OF COMMUNICATION	---	1	1	---	2
TOTAL QUESTIONS		12	7	7	7	33
NO. OF QUESTIONS TO BE ATTEMPTED BY A CANDIDATE		Any 10	Any 5	Any 5	Any 5	25
MARKS		10 x 1 = 10	5 x 2 = 10	5 x 3 = 15	5 x 5 = 25	60

PLEASE NOTE: Question paper will be divided into two sections:

(i) Section A

- a) **Multiple choice questions /Fill in the blanks /Direct questions:** There will be 12 questions of 1 mark each. Students need to attempt any 10 questions (**Marks 10 x 1 = 10**)
- b) **Very short answer type questions:** There will be 7 questions of 2 marks each. Students need to attempt any 5 question. (**Marks 5 x 2 = 10**)
- c) **Short answer type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions (**Marks 5 x 3 = 15**)

(ii) Section B

- a) **Long answer/ Essay type questions:** There will be 7 questions of 5 marks each. Students need to attempt any 5 questions (**Marks 5 x 5 = 25**)