

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE 835)

MARKING SCHEME FOR CLASS XI (SESSION 2023-2024)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i.	Listening refers to the act of making conscious efforts to perceive the sound.	CBSE Study Material	1	3	1
ii.	<ul style="list-style-type: none">• creates a good image of ourselves.• helps us avoid feeling ashamed in public due to our bad breath, body odor, etc.	CBSE Study Material	2	81	1
iii.	A team is a group of people working together towards achieving a common goal. Every team has a set of goals to achieve. The process of working together in a group is TEAMWORK.	CBSE Study Material	2	85	1
iv.	Ctrl+ N	CBSE Study Material	3	108	1
v.	Self-confidence, Opportunistic, Initiator, values, etc. (any two)	CBSE Study Material	4	143	1
vi.	*Use eco-friendly materials. * Benefit environment by conserving energy.	CBSE Study Material	5	173	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)				
i.	Interaction between two or more people.	CBSE Study Material	1	7	1
ii.	Marshall McLuhan	CBSE Study Material	1	5	1
iii.	Pan, Tilt, Track	CBSE Study Material	2	65	1
iv.	Visible on screen as a circle closing down over or opening up on a shot. It was common during the silent era of Hollywood films.	CBSE Study Material	2	68	1
v.	Tube of Plenty	CBSE Study Material	2	69	1

vi.	It is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people.	CBSE Study Material	1	6	1
vii.	7 or 8pm to 10 or 11pm	CBSE Study Material	2	74	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)				
i.	The page opposite to the Editorial page.	CBSE Study Material	2	95	1
ii.	Multiple computers linked together by cables, and the data between them being controlled and regulated by a device is known as Router.	CBSE Study Material	2	100	1
iii.	Awareness of the media is called Media Literacy.	CBSE Study Material	3	105	1
iv.	A story is not the same as a Plot. A plot is also a narrative of events, the emphasis falling on causality.	CBSE Study Material	4	180	1
v.	John Grierson	CBSE Study Material	3	121	1
vi.	September 15, 1959	CBSE Study Material	3	134	1
vii.	Lionel Fielden	CBSE Study Material	2	97	1
Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Celluloid, Optical.	CBSE Study Material	2	70	1
ii.	It is used for an hour in which a programme is telecasted.	CBSE Study Material	2	85	1
iii.	It is a little narrower and shorter than the broadsheet and slightly taller and wider than the tabloid.	CBSE Study Material	2	93	1
iv.	Internet Protocol, Local Area Network.	CBSE Study Material	2	100	1
v.	It is a French term that literally means 'to put into scene' or staging an action.	CBSE Study Material	3	119	1
vi.	100 years ago.	CBSE Study Material	3	106	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Films are difficult to explain, because they are easy to understand.	CBSE Study Material	2	15	1
ii.	It is the length of the film exposed in one continuous running of the camera at the time of shooting.	CBSE Study Material	2	64	1
iii.	This is an electronically generated effect wherein, the shape, colors, contours of the persons, objects change within a shot.	CBSE Study Material	2	68	1
iv.	It allows for local retail advertising and for segmentation of readers in terms of their interest and the neighborhoods.	CBSE Study Material	3	95	1
v.	Television Rating Point	CBSE Study Material	3	134	1
vi.	Codes that allow audiences to make a snapshot judgement about a group of people regarding their age, background, class, etc.	CBSE Study Material	3	113	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Audience Theories	CBSE Study Material	3	110	1
ii.	A diagrammatic representation of what the setting looks like in a scene.	CBSE Study Material	3	119	1
iii.	Its members are not known to each other or even to those who brought the audience into existence.	CBSE Study Material	3	109	1

iv.	Curiosity, memory, intelligence. (any 2)	CBSE Study Material	4	180	1
v.	Leaflets, pamphlets and books. (any 2)	CBSE Study Material	3	92	1
vi.	It is the truth inside the lie. It is a story that is invented either to entertain or to deceive.	CBSE Study Material	4	156	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 7	Prepare, Practice, Perform. (Brief explanation)	CBSE Study Material	1	19	2
Q. 8	The process of making yourself look neat, tidy and clean. Dressing refers to the clothes you wear.	CBSE Study Material	2	88	2
Q. 9	This will leave the word in the text as it is and not change it. We usually use this option when some names appear as incorrect words.	CBSE Study Material	3	134	2
Q. 10	The meaning of attitude is one's tendency to respond in a certain way towards a certain idea, object, person, or situation. An entrepreneur's attitude affects their choice of action while running the business.	CBSE Study Material	4	158	2
Q. 11	Agriculture, Construction, Fisheries, Tourism, Transport, etc. (at least 4)	CBSE Study Material	5	185	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 12	Dayparting, Theming, Stacking, Stripping, Counterprogramming, Hammocking (explain any 2)	CBSE Study Material	3	88	2
Q. 13	News bulletins are put out by AIR almost every hour of the day in English and the various regional languages. The major bulletins are of 15 minutes' duration, while others are of only five minutes' duration. They present summaries of news stories in order of importance and interest-value. National and international happenings get pride of place, while regional and local news is included if time permits. Newsreels: - generally of 15 minutes' duration, present 'spot' reports, comments, interviews, and extracts from speeches. A much more complex and expensive format than the news bulletin, it calls for skilled tape editing and well written link narrations.	CBSE Study Material	2	96	2
Q. 14	Propaganda is a term that is used frequently in the discussion of the media. It is the content that tries to portray 'an ideology' as	CBSE Study Material	3	110	2

	the best and in doing so tries to portray all other viewpoints as being unacceptable or evil in nature. Propaganda is seen to mean a point of view that is biased towards one agenda - and the term itself has negative connotations. Propaganda is usually of two types: Direct and Subtle.				
Q. 15	Short stories have their origins in oral storytelling traditions and the prose anecdotes. Short stories tend to be less complex than novels. Usually, a short story focuses on only one incident, has a single plot, a single setting, a small number of characters, and covers a short period of time	CBSE Study Material	4	223	2
Q. 16	A film is written, acted, photographed, recorded, edited, directed and produced.	CBSE Study Material	2	123	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)					
Q. 17	Stories that progress in straight line, going ahead step by step are called linear narratives. Stories that do not progress in a straight line, are called non-linear narratives.	CBSE Study Material	2	61	3
Q. 18	Radio, television and satellite transmission is referred to as 'multicast,' referring to one way communication, from a single sending source to an unlimited number of receivers. The internet's primary transmission method is 'unicast,' referring to being interactive, or two-way communication, as well as it being from one sender to just one receiver.	CBSE Study Material	3	103	3
Q. 19	What is the film about? [theme/s] <ul style="list-style-type: none"> • Who do you think is the primary audience of the film? • What communication strategies are employed in conveying the messages? • How is the film structured as a narrative in time and space? • What are the prominent techniques used in making of the film? How does it present its themes/ arguments? [case study, interviews, re-creation of events, live footage etc]. • Does the film succeed in achieving what it is sets out to achieve? 	CBSE Study Material	4	121	3
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)					
Q. 20	Herbert Blumer (1939) Group, Public, Crowd and Mass Audience. (explain)	CBSE Study Material	3	109	4

Q. 21	Communication is not always smooth and clear. there are many reasons for this. They are identified as barriers to communication. Barriers are difficulties that come in the way of communication. They may be physical, mechanical, psychological, cultural or linguistic in nature. (Brief explanation)	CBSE Study Material	1	10	4
Q. 22	TV is available in people's homes, can be viewed at an individual level. TV uses video tapes. TV images are virtual and erect on projection. TV images are produced when video signals are transmitted with the help of radio or digital signals. The number of picture frames running in one second in video is 25-30, depending on the format. Cinema is theatre centric. Films on celluloid cannot be viewed in people's houses. Cinema uses 'film' as a medium to capture images. Cinema projects 'real' images on the screen, which are inverted on projection. Film making includes developing the film roll(s) and printing them. The number of frames exposed per second in films is 24, irrespective of the type of film used. (Minimum 4 difference)	CBSE Study Material	2	72	4
Q. 23	The Internet is today and tomorrow's new frontier. Most futurists agree the Internet has barely taken its first steps relative to its maturity. Communication, family relationships, education, health, entertainment, media and business all will continue to significantly change in its use. (Brief explanation)	CBSE Study Material	2	104	4
Q. 24	A story has the following features that comprise the content of the story. Theme Time Space Plot Characters (explain all the points)	CBSE Study Material	4	171	4