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P. P. Code 1553132

SET 6 – Answer Key

Q.1 a) Explain the following in 2/3 sentences each. 05

1. Language barriers – definition and examples
2. 'Gate keeping' in mass communication – how media monitors the happenings in the society, examples.
3. Documentary – a type of film, nature, duration, target audience, function
4. Radio discussions – a radio format, nature, functions, duration etc
5. Daily Soaps- TV format- nature, duration, subject matters, functions, target audience etc

b) Choose the right answer from the options . 05

1. Which of the following is not a folk art ? **c) Gazal**
2. Which of the following is not a factor in communication process? **d) letter**
3. The first newspaper in India was ----- **b) Bangal Gazette**
4. _____ is regarded as the father of Indian cinema. **c) Dadasaheb Phalke**
5. _____ is an item in newspaper that tells about a person died recently. **a) Obituary**

c) State whether the following statements are true or false. 05

1. Doorbell sound is an example of aural communication. **True**
2. Semantic noise is an example of physical barriers to communication. **False**
3. Television is a broadcast media. **True**
4. Cinema in India is owned and governed by 'Prasar Bharati' **False**
5. In mass communication, the senders get immediate feedback from the receivers. **False**

Q.2 a) linguistic barriers- due to use of language unknown to the receiver or faulty use of language- faulty pronunciation, wrong spellings, wrong choice of words, ambiguous or faulty grammatical constructions etc.... with apt illustrations of each ----- 20

OR

- b) 1) factors in communication process.: sender- receiver- idea- channel- medium- message -feedback-- with brief explanation. 10
- 2) any four definitions of communication. 04
- their explanation 06

Q.3 a) folk art forms of Maharashtra used as mass media: Powada/Kirtan/Lavani. etc.-----with brief history and examples 20

OR

- b) i) 'watchdog' function: bringing out corruption /pointing out the shortcomings/lapses/ discrepancies in policies and decisions of the govt.and administration/ exposing social evils ,etc.. 10
- ii) characteristic features of mass audience -e.g. very large, scattered, heterogeneous and anonymous.... its effects on broadcasts 10

Q.4 a) ownership and control of mass media in India". ---- various media organisations owned & controlled by wide variety of entities including government, corporate bodies, societies , trusts and individuals
-types of ownership : chain ownership, cross media ownership, conglomerate ownership & vertical integration

2

-print media control/ regulation:

- Registrar of Newspapers for India (RNI)
- Press and Registration of Books Act 1867
- Press Council of India Act,1978

-electronic media: not under any such act but under so called self-regulation

20

OR

b) i) nature of features in newspapers.e.g. / Human Interest stories/ Historical/
Contemporary Issues/Personality based/Travel/ Sports/ Explanatory-
do it yourself .Students can give their own examples

10

ii) advantages of radio : portable/ cheaper/ covering all geographical regions/
comparatively more trustworthy because of government control /vision not
needed/ can receive programmes even while working ,etc

10

Q.5 a)) the growing popularity of social media with reference to some most
popular networking sites.(subjective answer)

20

OR

b) i) difference between art film and feature film.

10

ii) any reality show being currently telecast.(subjective answer)

10
