



D.A.V. PUBLIC SCHOOL, NEW PANVEL

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FIRST UNIT TEST PRACTICE PAPER 2017-2018

STD :- XII

Sub: - Mass Media Studies
Date:-

Time:- 2 Hours
Max. Marks:- 50

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GENERAL INSTRUCTIONS:

- The question paper is divided in Five Parts A,B,C,D,E. All questions are compulsory.
- Marks for each question are indicated against it.
- Answers should be brief and to the point.
- Part 'A' has Very Short Answer type carrying 1 mark each. Answer to each question should not exceed 20 words.
- Part 'B' has Short Answer Type I questions carrying 3 marks each. Answer to each question should not exceed 40-50 words.
- Part 'C' has Short Answer Type II questions carrying 4 marks each. Answer to each question should not exceed 60-80 words.
- Part D are Long Answer Type questions carrying 5 marks each. Answer to each question should not exceed 60-80 words.
- Part E are Long Answer Type questions carrying 6 marks each. Answer to each question should not exceed 150-200 words.

PART A

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|----------------------------|---|
| 1. What is media literacy? | 1 |
| 2. Define mass culture. | 1 |
| 3. Explain mass society. | 1 |
| 4. Define story. | 1 |

PART B

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|--|---|
| 5. What is 'Hypodermic Theory'? | 3 |
| 6. Explain Fictional Films with examples. | 3 |
| 7. What do you understand by Non-Broadcast Video? | 3 |
| 8. What is the difference between folk (traditional) and mass culture? | 3 |

PART C

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|---|---|
| 9. Write a short note on soap opera. | 4 |
| 10. What are the key concepts of media studies? | 4 |

11. Mumbai Mirror is a tabloid. How different is tabloid from broadsheet in approach towards news reporting? 4

PART D

12. What makes film a complex medium? 5

13. Explain with examples why the concept of Mise-en-scene is important in the process of film making? 5

PART E

14. Discuss the impact of media violence on children. 6

15. Write a short note on 'Representation of Gender'. 6