

Class 12 Mass Media Studies

PYQ Set 1

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1. Why is feedback important in the communication process?

Feedback is a crucial component of communication as it ensures that the message has been understood correctly by the receiver. It allows for adjustments and clarifications, preventing misunderstandings. Feedback also improves engagement and effectiveness in conversations, making the communication process more interactive and meaningful.

2. Mention the role of green jobs in building construction.

Green jobs in building construction focus on sustainable and eco-friendly practices. They involve using energy-efficient materials, reducing carbon footprints, and implementing renewable energy solutions. These jobs promote environmental conservation while ensuring economic growth and employment opportunities in the construction sector.

3. Describe in detail how to add and format the text in a presentation.

To add and format text in a presentation:

1. **Adding Text:** Open a slide and insert a text box using the "Insert" menu. Type the desired content.
2. **Formatting Text:**
 - **Font and Size:** Change the font style and size from the toolbar.
 - **Bold, Italic, Underline:** Use formatting options to highlight key points.
 - **Alignment:** Adjust text alignment (left, center, right).
 - **Bullets and Numbering:** Organize information in structured points.
 - **Text Color:** Use contrasting colors for readability.
 - **Animations and Effects:** Apply text animations to enhance visual appeal.

Proper text formatting enhances clarity, making the presentation visually engaging.

4. How can one maintain a positive attitude?

Maintaining a positive attitude involves:

- **Self-Motivation:** Believing in oneself and staying motivated.
- **Optimism:** Looking at challenges as opportunities for growth.
- **Practicing Gratitude:** Appreciating what one has rather than focusing on negatives.
- **Surrounding Oneself with Positivity:** Engaging with positive-minded people.
- **Setting Achievable Goals:** Breaking down larger tasks into smaller, manageable ones.
- **Mindfulness and Stress Management:** Practicing meditation and relaxation techniques.

A positive attitude improves mental well-being, productivity, and relationships.

5. How can a person become decisive as an entrepreneur?

A decisive entrepreneur:

- **Gathers Information:** Analyzes all aspects before making a decision.
- **Weighs Pros and Cons:** Considers risks and benefits.
- **Sets Priorities:** Focuses on urgent and important decisions first.
- **Takes Calculated Risks:** Avoids unnecessary risks but is willing to innovate.
- **Acts with Confidence:** Trusts their judgment and moves forward without hesitation.

Decisiveness is crucial in entrepreneurship as it helps in quick problem-solving and efficient business operations.

6. Write the advantages of giving advertisements in magazines.

Advertisements in magazines have several benefits:

- **High-Quality Printing:** Offers visually appealing, glossy advertisements.
- **Targeted Audience:** Reaches specific readers interested in particular topics.
- **Long Shelf Life:** Magazines are kept longer than newspapers.
- **Credibility and Trust:** Readers often trust magazine content and its advertisements.
- **Less Clutter:** Unlike digital ads, magazine ads do not face distractions like pop-ups.

These advantages make magazine advertising effective for branding and engagement.

7. How important are studios in filmmaking?

Studios play a vital role in filmmaking by providing:

- **Controlled Environment:** Ensures optimal lighting, sound, and settings.

- **Advanced Equipment:** Access to high-end cameras, sound systems, and editing tools.
- **Customizable Sets:** Enables filmmakers to create different backdrops as required.
- **Efficient Workflow:** Reduces logistical challenges compared to on-location shooting.

Studios streamline the production process, ensuring high-quality and cost-effective filmmaking.

8. What do you mean by digital?

The term **digital** refers to any technology that operates using binary code (0s and 1s). It is commonly used in:

- **Computing:** Digital systems process data electronically.
- **Communication:** Digital platforms like social media, email, and websites.
- **Entertainment:** Digital media includes e-books, online streaming, and digital photography.

Digital technology enhances efficiency, connectivity, and automation in various fields.

9. According to Majid Tehranian, what are the three megatrends that characterize our era?

Majid Tehranian identified three **megatrends** shaping the modern world:

1. **Information Technology:** The rise of digital communication and computing.
2. **Globalization:** Increased interconnectedness of economies, cultures, and businesses.
3. **Democratization:** Expansion of democratic governance and citizen participation.

These trends influence media, business, politics, and everyday life.

10. What is the role of the producer and the distributor in a film?

- **Producer:** Manages the entire filmmaking process, from financing to post-production.
- **Distributor:** Ensures the film reaches its audience through theaters, streaming platforms, or television.

The producer creates the film, while the distributor handles its marketing and release.

11. Write the ways for determining the unique selling point (USP) of a physical product.

To determine a **USP**:

1. **Identify Customer Needs:** Understand what the target audience wants.
2. **Analyze Market Gaps:** Look for unfulfilled demands.
3. **Highlight Key Features:** Showcase what makes the product different.
4. **Compare with Competitors:** Offer something unique or better.
5. **Emphasize Benefits:** Show how the product solves problems.

A well-defined USP helps in effective branding and marketing.

12. 'A radio script is for the ear, not for the visual.' Mention some tips for supervising a radio script.

- **Use Simple, Clear Language:** Avoid complex words.
- **Keep Sentences Short:** Easy to understand in a single hearing.
- **Emphasize Key Words:** Use intonation for important points.
- **Include Pauses:** Improves clarity and flow.
- **Avoid Jargon:** Ensure accessibility for all listeners.

A well-structured radio script enhances audience engagement and retention.

13. With the development of technology, what are the advantages of assimilating film into television?

- **Wider Audience Reach:** Films reach more viewers via television.
- **Cost-Effective Distribution:** No need for theatrical releases in all locations.
- **Improved Production Techniques:** High-quality visuals and effects.
- **Enhanced Storytelling:** Long-format content allows deeper character development.

The integration of film into television expands storytelling opportunities and accessibility.

14. What is the role of a Copy Editor in a newspaper?

A **Copy Editor** ensures:

- **Grammar and Spelling Accuracy:** Eliminates errors before publication.
- **Coherent Structure:** Organizes content for clarity.
- **Fact-Checking:** Verifies information for credibility.
- **Adherence to Editorial Guidelines:** Maintains consistency in style and tone.

Copy editors enhance the readability and professionalism of newspaper articles.

15. Write a short note on 'Film Review'.

A **film review** is an analysis of a movie, covering aspects like:

- **Plot and Storyline:** Summarizing the main narrative.
- **Acting and Performances:** Evaluating actors' roles.
- **Direction and Cinematography:** Assessing technical aspects.
- **Overall Impact:** Stating the film's strengths and weaknesses.

Film reviews guide audiences and influence public perception.

16. Discuss the significance of Direct Mail as a channel of communication.

Direct Mail is a personalized marketing tool that:

- **Targets Specific Audiences:** Based on demographics.
- **Provides Tangible Material:** Physical mail leaves a lasting impression.
- **Ensures Personalization:** Custom messages improve engagement.
- **Offers Measurable Results:** Response rates can be tracked.

Direct Mail remains effective despite the rise of digital marketing.

17. Describe the social and economic impact of new information technology.

Social Impact:

- Enhances global communication.
- Encourages online education and digital literacy.
- Facilitates social networking and virtual interactions.

Economic Impact:

- Boosts e-commerce and remote work.
- Increases efficiency in industries.
- Creates new job opportunities in tech sectors.

Information technology transforms both social structures and economic landscapes.

18. Differentiate between Commercial and Public Service Advertising.

Aspect	Commercial Advertising	Public Service Advertising
Purpose	To sell a product/service	To create awareness on social issues
Example	Coca-Cola, Nike ads	Anti-smoking, road safety campaigns
Target Audience	Consumers	General public
Nature	Profit-driven	Social welfare-driven

Both types of advertising aim to influence public perception but serve different objectives.
