

Mass Media 835 | Unit 4 One-Shot Revision ✨






✓ All MCQs, PYQs & Must-Know Questions in One Place!

1 Filmmaking: The Core Team Behind a Movie 🎬

Three Phases of Filmmaking:

- ◆ Pre-Production: Planning, scripting, casting, budgeting.
- ◆ Production: Filming, acting, direction, cinematography.
- ◆ Post-Production: Editing, sound design, special effects, final touches.

Key Contributors & Their Roles in Filmmaking 🧑‍🎤 ✨

- ✓ Screenwriter  – Develops the storyline, dialogues, and screenplay.
 - ◆ Example: Mario Puzo's script for The Godfather.
- ✓ Director  – Controls the artistic vision, storytelling, and performances.
 - ◆ Example: Akira Kurosawa's visual storytelling.
- ✓ Producer  – Manages the entire project, from funding to distribution.
 - ◆ Example: Richard Attenborough's work on Gandhi.
- ✓ Actors  – Bring characters to life through expressions, emotions, and performance.
- ✓ Cinematographer (DOP)  – Frames shots, controls lighting, and defines the visual tone.

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✓ Sound Designer 🎧 – Enhances storytelling with sound effects, ambiance, and background score.

✓ Film Editor 🎬 – Crafts the final cut by selecting and arranging the best scenes for smooth storytelling.

✓ Art Director 🎨 – Designs sets, props, and visual elements to enhance the film's look.

- ♦ Example: The grand historical sets of Mughal-e-Azam.

🎬 Iconic Productions:

🎬 Mughal-e-Azam – Lavish sets and cinematic grandeur.

🎬 Gandhi – Years of script development and historical accuracy.

✓ Music Composer – Creates soundtracks and background scores to evoke emotions. Example: A.R. Rahman's compositions in Lagaan.

2 Television Production: Behind the Screen 📺

Live vs. Pre-Recorded TV Shows

✓ Live Programs – Broadcast in real-time, like sports events and news bulletins (e.g., IPL matches).

✓ Pre-Recorded Shows – Filmed and edited before airing (e.g., reality shows, sitcoms).

Phases of TV Show Production


📝 Planning & Pre-Production – Research, scripting, hiring cast & crew.

🎥 Filming & Production – Recording scenes, multiple takes, technical coordination.

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 Editing & Post-Production – Cutting footage, adding special effects, sound mixing.

Essential Team Members in TV Production

- Show Producer – Develops the concept, oversees financials.
- TV Director – Executes the vision of the show, guides actors.
- Technical Director (TD) – Supervises the production's technical aspects.
- Camera Crew – Captures scenes using different angles.
- Lighting Team (LD) – Sets the mood with proper lighting.
- Sound Technicians – Handle microphones, background music, and effects.
- Editors – Stitch together raw footage into a seamless episode.

3 Print Media: Crafting News & Magazines

How Newspapers Are Made

-  Content Gathering – Reporters collect news from sources.
-  Editing & Processing – Sub-editors refine, fact-check, and format articles.
-  Design & Printing – Layout team organizes text, images; printing presses produce copies.
-  Distribution – Newspapers reach vendors and readers daily.

Who Does What in Print Media?

- Chief Editor – Oversees editorial policies and decisions.
- Sub-Editors – Improve readability, correct errors, and format headlines.
- News Reporters – Investigate and write news stories.
- Advertising Team – Manages revenue through ads.
- Graphic Designers – Make newspapers visually appealing.

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Headline Styles in Print Journalism


✓ Banner Headline

 Full-width, bold, grabs attention.


✓ Boxed Headline

 Surrounded by a border for emphasis.

✓ Flush Headline

 Aligned text, without indentation.

✓ Cross-line Headline

 Covers multiple columns.

✓ Inverted Pyramid Headline

▲ Summarizes the most important details first.


✓ Jump Head

 Indicates a story continues on another page.

✓ Shoulder Headline

 A smaller headline above the main one.

✓ Curiosity Headline

 Designed to spark interest and engagement.

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Common Print Media Terms





- Byline – Credit line mentioning the writer's name.
 - Sensational Reporting – Exaggerated or misleading news to boost sales.
 - Super Reporter – An experienced, multi-skilled journalist.
-

4 Radio: The Power of Sound

Popular Radio Formats


-  Talk Shows – Discussions on politics, culture, or social issues.
-  Music Stations – Playlists, countdowns, listener requests.
-  Storytelling & Radio Dramas – Fictional narratives brought to life with sound effects.
-  Live Call-In Shows – Audience engagement through direct calls.

Key People in Radio Production

-  Station Manager – Supervises station operations and schedules.
 -  Radio Producer – Plans show content and guest appearances.
 -  Radio Jockey (RJ) – Hosts live shows, entertains listeners.
 -  Radio Presenter – Reads news, moderates discussions, interviews guests.
-

5 Internet & Web Content: The Digital Shift

Steps to Build a Website

-  Concept & Purpose – Define the site's goal (e.g., news, e-commerce, entertainment).

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- 📖 Content Creation – Write articles, blogs, and multimedia descriptions.
- 🎨 Design & Development – Layout, UI/UX, graphics, responsiveness.
- 🔍 SEO & Optimization – Use keywords to rank higher on Google.
- 🚀 Launch & Maintenance – Regular updates and improvements.

Key Terms in Digital Media

- Search Engine Indexing – Storing webpage data for search engines.
- Ranking – Positioning a website based on search relevance.
- Meta Tags – Descriptions used for SEO.
- Content Writing – Crafting articles, blogs, or promotional material.
- Proofreading – Checking text for grammar, clarity, and accuracy.
- Web Designer – Develops the site's look and functionality using HTML, PHP, and JavaScript.

📷 Cinematographer (DOP) 🎬

- Responsible for camera work, lighting, and framing in a film.
- Works closely with the director to achieve the film's visual style.
- Controls camera movements, angles, and lens selection.

🎧 Audiography 🎵

- The study and practice of sound recording and production.
- Covers dialogue, sound effects, background score, and mixing.

🎤 Dubbing & Sound Mixing 🎧

- Dubbing: Replacing or re-recording dialogues after filming.
- Sound Mixing: Adjusting and balancing different audio elements like dialogues, music, and sound effects.

📡 Sound Engineers 🎛️

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- Handle the technical aspects of sound recording and mixing.
- Ensure clarity and quality of sound in films, TV, and music.

Other Name for Music Composer

- Also called a Film Score Composer or Music Director.

TV as an Instant Medium

- Provides real-time news, live shows, and instant information.
- Engages audiences with quick visual and auditory content.

Assigned Producer & Associate Producer

- Assigned Producer: Manages production tasks for a specific project.
- Associate Producer: Assists in various production activities like budgeting and coordination.

Wardrobe Person

- Manages costumes and outfits for actors in film and TV productions.

Talent in 3 Categories

- 1] Actors – Perform scripted roles in films and TV.
- 2] Announcers – Deliver news and narrate events.
- 3] Performers – Entertainers like musicians and comedians.

Work of TD, PA, LD & Audio Director

- Technical Director (TD): Oversees technical aspects of production.
- Production Assistant (PA): Helps with scheduling and logistics.
- Lighting Director (LD): Designs and controls lighting setup.
- Audio Director: Manages all sound elements in a production.

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Set Designer & Continuity Assistant

- Set Designer: Creates physical environments for film and TV.
- Continuity Assistant: Ensures consistency in scenes and props.

Floor Manager / Stage Manager / Stage Hands

- Floor Manager: Coordinates on-set activities during live shows.
- Stage Manager: Manages stage operations in theater productions.
- Stage Hands: Assist in setting up and handling stage equipment.

Computer Graphics Operator

- Creates digital visuals and animations for media productions.

Define News Reports, Features, Cover Stories, and By-line

- News Reports: Objective and factual reporting of events.
- Features: In-depth analysis of a topic beyond daily news.
- Cover Stories: Prominent articles often highlighted on magazine covers.
- By-line: Credit line mentioning the writer's name.

Super Reporter & Sub Editor

- Super Reporter: A highly skilled journalist covering major stories.
- Sub Editor: Edits and formats news for clarity and readability.

Sensational Reporting

- Over-exaggerated or dramatic news to attract viewers.

Foot Soldiers in Journalism

- Field reporters who actively gather news.

"Nosey" Reporter Meaning

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- A journalist who is alert, observant, and always seeking news.

PDA (Personal Digital Assistant)

- A handheld device for managing contacts, schedules, and emails.

Station Manager's Work

- Oversees radio/TV station operations, programming, and staff.

Work of a Radio Producer

- Plans and manages radio programs and schedules.

Work of a Radio Jockey (RJ)

- Hosts radio shows, interacts with listeners, and plays music.

Radio Presenter's Work

- Conducts live shows, interviews guests, and delivers news.

Blog Writing vs. Traditional Print Writing

- Blog Writing: Digital, interactive, and frequently updated.
- Print Writing: Formal, structured, and static.

Search Engine Indexing & Ranking

- Indexing: Search engines store webpage data for retrieval.
- Ranking: Arranges search results based on relevance.

What are Keywords?

- Important words or phrases that improve search engine visibility.

Role of a Content Writer

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- Creates engaging content for websites, blogs, and social media.

Proofreading vs. Content Writing

- Proofreading: Checks for grammar and spelling errors.
- Content Writing: Develops structured and informative content.

Web Designer's Role

- Controls the look and feel of a website using coding languages (HTML, PHP, JavaScript) and design software (Dreamweaver, Cold Fusion).

Meaning of Metaphor

- A figure of speech comparing two unrelated things to create a symbolic meaning.

News Reports:

- A factual and objective presentation of recent events.
- Focuses on who, what, when, where, why, and how (5Ws & 1H).
- Short, to the point, and based on verified information.

Features:

- A detailed and analytical article exploring a topic beyond daily news.
- Includes human interest elements, background information, and expert opinions.
- More descriptive and engaging than standard news reports.

Cover Stories:

- A highly prominent feature article, often the main story of a magazine or newspaper.
- Typically includes in-depth analysis, interviews, and visuals.

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- Usually related to major events, personalities, or trends.

By-line:

- A credit line in a newspaper or magazine article.
- Mentions the name of the journalist or writer who wrote the piece.
- Often appears below the headline or at the beginning of an article.

What is Sensational Reporting?

Definition:


Sensational reporting is a style of journalism that exaggerates, distorts, or dramatizes news to attract more readers or viewers.

Key Characteristics:

- ✓ Focuses on emotions rather than facts
- ✓ Uses bold, shocking headlines
- ✓ Emphasizes crime, scandals, or controversies
- ✓ Often lacks in-depth research or credibility

Example:

- A news report using exaggerated words like “Shocking!” “Unbelievable!”
- Stories that prioritize drama over accuracy to increase ratings or sales.

⚠ Note: Sensational reporting can sometimes mislead the public and create unnecessary panic or controversy. Responsible journalism should prioritize truth and accuracy over sensationalism. 

Editorial Roles:

- News Editors – Oversee news desks and ensure news coverage.
- Section Editors & Assistants – Manage specific sections like business, features, and sports.

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- Editorial Page Editor – Oversees editorial content, chairs the Editorial Board, and assigns editorials.
 - Top Editors – Includes Editor-in-Chief or Executive Editor, responsible for overall editorial direction.
 - Readers' Editors (Ombudsman) – Handle and arbitrate reader complaints.
 - Wire Editors – Select and edit articles from international wire services.
 - Administrative Editors – Manage recruitment and training, not directly involved in editing.
 - Managing Editors & Deputies – Second-in-command, assisting in overall editorial management.
-

Word Meanings

- ♦ **Ludicrous** – So ridiculously absurd that you can't help but laugh! 🤡
- ♦ **Maverick** – A bold, independent thinker who refuses to follow the crowd. 🚀
- ♦ **Sidekick** – The trusty companion who always has your back! 🦸🦹
- ♦ **Pejorative** – A word or phrase that's used to criticize or show disapproval. 🚫😡
- ♦ **Realism** – A style that paints the world exactly as it is—no filters, just reality! 🎨🌍
- ♦ **Background Score** – The invisible magic of movies! 🎵 Adds depth and emotion without saying a word. 🎬🎸
- ♦ **Credit** – A well-deserved shoutout to the people who make a film possible! 🙌🎬

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- ♦ **Obscure** – Something hidden in the shadows, unknown, or hard to understand.



- ♦ **Timbre** – The special "flavor" of a sound—what makes a violin different from a guitar! 🎻🎸

- ♦ **Inflection of Tone** – The rise and fall of your voice that adds meaning and emotion to speech. 🗣️👂

1-Mark MCQs

🌟 Who is responsible for overseeing the news desks?

- a) News Editor
- b) Readers' Editor
- c) Wire Editor
- d) Copy Editor

✅ Answer: a) News Editor

🎬 Who is the "Captain of the Ship" in filmmaking?

- a) Producer
- b) Director
- c) Scriptwriter
- d) Cinematographer

✅ Answer: b) Director

🎥 What is another name for a cinematographer?

- a) Art Director
- b) DOP (Director of Photography)
- c) Editor
- d) Producer

✅ Answer: b) DOP (Director of Photography)

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🧐 Who was the director of *Sholay*?

- a) Yash Chopra
- b) Ramesh Sippy
- c) Subhash Ghai
- d) Raj Kapoor

✅ Answer: b) Ramesh Sippy

🎬 What is "Pay-Per-View"?

- a) A film subscription service
- b) A model where viewers pay to watch a specific program
- c) A free streaming service
- d) A cinema membership program

✅ Answer: b) A model where viewers pay to watch a specific program

🧐 What is the difference between an actor and a star?

- a) An actor is skilled in the craft, while a star has mass appeal
- b) A star is more talented than an actor
- c) Actors do only theater, while stars act in films
- d) Both are the same

✅ Answer: a) An actor is skilled in the craft, while a star has mass appeal

1. What is the fundamental aspect of conceptualization?

- a) Physically building a website before planning
- b) Creating something by thinking and forming ideas
- c) Copying existing ideas without modifications
- d) Launching a website without prior research

Answer: b) Creating something by thinking and forming ideas

2. What is a common mistake people make when building a website?

- a) Spending too much time on planning before execution
- b) Launching their website without fully thinking through their concept

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- c) Using too many keywords in their content
- d) Making their website design too simple

Answer: b) Launching their website without fully thinking through their concept

What does the phrase "go an inch wide and a mile deep" mean in the context of website development?

- a) Cover a broad range of topics with minimal depth
- b) Focus on a narrow topic and build extensive content around it
- c) Create a visually appealing website without much content
- d) Prioritize quantity over quality in website content

Answer: b) Focus on a narrow topic and build extensive content around it

What is the recommended length of a website's positioning statement on the homepage?

- a) 5 to 10 words
- b) 15 to 25 words
- c) 30 to 50 words
- d) More than 50 words

Answer: b) 15 to 25 words

What is the origin of the word "communication"?

- a) Greek
- b) Latin
- c) French
- d) German

Answer: b) Latin

What does the Latin word *communicare* mean?

- a) To write and record
- b) To impart, share, or make common
- c) To listen and observe
- d) To create and innovate

Answer: b) To impart, share, or make common

3. What is the basis of website design?

- a) Coding skills
- b) Graphic design
- c) Effective communication
- d) Marketing strategies

Answer: c) Effective communication

Why is it important for an editor to have knowledge of HTML and web design programs?

- a) To replace web developers
- b) To better understand the possibilities and limitations of online media
- c) To create complex websites from scratch
- d) To focus only on content writing without technical knowledge

Answer: b) To better understand the possibilities and limitations of online media

Which of the following page design programs are mentioned as useful for an editor?

- a) Photoshop and Illustrator
- b) Dreamweaver and Cyberstudio
- c) Java and Python
- d) Canva and Sketch

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Answer: b) Dreamweaver and Cyberstudio

What combination of skills is essential for a web editor?

- a) Coding and graphic design
- b) Editorial common sense and good writing skills
- c) Marketing and video editing
- d) Animation and photography

Answer: b) Editorial common sense and good writing skills

What was the primary method of audio recording before the computerization of audio?

- a) Optical recording
- b) Digital storage
- c) Magnetic tape recording
- d) Vinyl pressing

Answer: c) Magnetic tape recording

How was recorded sound edited in the era of magnetic tape?

- a) By using audio editing software
- b) By cutting the tape with a razor blade and sticking it back together
- c) By adjusting digital waveforms
- d) By using laser cutting technology

Answer: b) By cutting the tape with a razor blade and sticking it back together

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Why do some music producers still use tape recorders despite digital advancements?

- a) Because they are more cost-effective
- b) Because magnetic tape provides a unique aural quality
- c) Because they are easier to operate
- d) Because digital audio lacks fidelity






Answer: b) Because magnetic tape provides a unique aural quality

Which of the following best describes the process of working with magnetic tape recording?

- a)  Fully automated with minimal human involvement
- b)  A hands-on, tactile, and mobile process 
- c)  Relied entirely on digital effects and plugins
- d)  Used only in radio production, not in music

 Answer: b) A hands-on, tactile, and mobile process


What is the primary characteristic of a radio audience?

- a)  Loud and energetic
- b)  Soft, intimate, and friendly 
- c)  Distracted and passive
- d)  Large and visually engaged

 Answer: b) Soft, intimate, and friendly

What term is used to refer to musicians, actors, and other performers on radio?

- a)  **Broadcasters**
- b)  **Anchors**
- c)  **Artistes** 
- d)  **Entertainers**






 **Answer: c) Artistes**

Which of the following best describes the difference between a reporter and a sub-editor?

- ♦ A) A reporter works indoors, while a sub-editor works outdoors.
- ♦ B) A reporter gathers news and is known to readers, while a sub-editor works behind the scenes editing content.
- ♦ C) A sub-editor covers a 'beat' and writes bylined reports, while a reporter edits the final copy.
- ♦ D) Both a reporter and a sub-editor perform the same role but in different shifts.

 **Answer: B) A reporter gathers news and is known to readers, while a sub-editor works behind the scenes editing content.**

Which composer created the iconic score for Alfred Hitchcock's film *Psycho*?

- a)  **Maurice Jarre**
- b)  **Bernard Herrmann** 
- c)  **John Barry**
- d)  **Ennio Morricone**

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 **Answer: b) Bernard Herrmann** 🎵 His chilling, all-strings score made *Psycho* unforgettable!

Which film's title music, composed by John Barry, is widely recognized for its association with a famous spy character?

- a) 🧐 *Dr. Zhivago*
- b) 🚕 *Taxi Driver*
- c) 🔪 *Psycho*
- d) 🕶️ *James Bond films* ✓

 **Answer: d) James Bond films** 🎸 The legendary Bond theme is instantly recognizable worldwide!

Which of the following songs composed by S.D. Burman is a playful and teasing song set in a garage?

- a) 🌧️ *Ab Ke Baras*
- b) 🚗 *Ek Ladki Bhigi Bhagi Si* ✓
- c) 🌸 *Mora Gora Ang Lai Le*
- d) 💭 *Tere Mere Sapne*

 **Answer: b) Ek Ladki Bhigi Bhagi Si** 🎵 A classic Kishore Kumar number with a fun, mischievous vibe!

In which film does the song 'Ab Ke Baras' appear, portraying a nostalgic and emotional prison setting?

- a) Chalti Ka Naam Gaadi

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- b) Bandini
- c) Pyaasa
- d) Guide

Answer: b) Bandini

What was a key factor in Amjad Khan's **instant success** as Gabbar Singh in *Sholay*?

- ♦ A) His prior experience in leading roles before *Sholay*.
- ♦ B) The film's focus on comedy and lighthearted scenes.
- ♦ C) The combination of his talent, strong characterization by writers, and powerful dialogues.
- ♦ D) The film's lack of an established star cast, making him the center of attention.

✓ Answer: C) The combination of his talent, strong characterization by writers, and powerful dialogues.

🎵 🎬 Music & Film Trivia Quiz! 🎥


What is a key difference between 'Ek Ladki Bhigi Bhagi Si' and 'Ab Ke Baras' in terms of musical composition?


- a) 🎵 The former is a folk melody, and the latter is highly orchestrated
- b) 🎵 The former is highly orchestrated and fast-paced, while the latter has minimal orchestration and a uniform beat ✓
- c) 🎸 Both have a simple melody and minimal orchestration
- d) 🎵 Both are fast-paced, modern tunes

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 **Answer: b)** The former is highly orchestrated and fast-paced, while the latter has minimal orchestration and a uniform beat.

 ‘Ek Ladki Bhigi Bhagi Si’ is playful and lively, while ‘Ab Ke Baras’ has a steady, traditional feel!



Which of the following films featured the famous "Babylon set" that was almost 1 km long?

- a)  *The Little Emperor*
- b)  *Hero*
- c)  *Intolerance* 
- d)  *Mughal-e-Azam*

 **Answer: c) Intolerance** 

The grand "Babylon set" in *Intolerance* (1916) was an architectural marvel, one of the biggest film sets ever created.

Who was the outstanding art director known for creating realistic sets in Satyajit Ray's films?

- a)  **Sohrab Modi**
- b)  **D.W. Griffith**
- c)  **Bansi Chandragupta** 
- d)  **Bernardo Bertolucci**

 **Answer: c) Bansi Chandragupta** 

His work brought authenticity and depth to Ray's films, making the settings feel incredibly real!

Amy Gahrn highlights a key difference between traditional media and the web by stating, “In most traditional media, once you've written a piece, it's done.” What does this statement imply about the nature of content on the web?

- ♦ A) Web content is static and cannot be modified after publication.
- ♦ B) Unlike traditional media, web content is dynamic and can be updated or interacted with over time.
- ♦ C) Traditional media is more engaging than web-based content.
- ♦ D) The web restricts content creators from making changes after publishing.

✅ **Answer: B) Unlike traditional media, web content is dynamic and can be updated or interacted with over time.**

Which Indian film created a village and a dacoits' den in a natural setting for its production?

- a) 👑 *Mughal-e-Azam*
- b) ⚔️ *Pukar*
- c) 🔥 *Sholay* ✅
- d) 🎬 *Aparajito*

📝 **Answer: c) Sholay** 🎬

The rugged landscapes of Ramanagara, Karnataka, became the legendary backdrop for *Sholay*! 🌵 🔥

2/3 Mark Questions

📖 What are the four key qualities of a screenwriter?

✅ **Answer:** Creativity, storytelling skills, strong writing abilities, and knowledge of screenplay structure.

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📖 How can you say that a writer is the true author of a film?

✅ Answer: The writer creates the foundation of a film, including characters, plot, and dialogues. Even in adaptations, the screenplay shapes the narrative and defines how the story is told visually.

📝 Is scriptwriting a collaborative effort?

✅ Answer: Yes, scriptwriting involves input from writers, directors, producers, and even actors to refine the screenplay.

🎭 How does an actor's performance differ in cinema and stage?

✅ Answer: Cinema acting is more subtle, using facial expressions and close-up shots, while stage acting requires exaggerated gestures and voice projection.

🎬 What is dubbing and sound mixing?

✅ Answer:

- Dubbing: Replacing or recording dialogue after filming for clarity or translation.
- Sound Mixing: Blending dialogue, background score, and effects for a cohesive audio experience.

🎵 Who are sound engineers?

✅ Answer: Professionals who record, edit, and enhance sound for media production.

🎵 What is another name for a music composer?

✅ Answer: Film Score Composer.

🎭 What are the three categories of talent in media?

✅ Answer:

- Actors: Perform scripted roles.
- Announcers: Deliver news and programs.


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- Performers: Musicians, comedians, and entertainers.

 What is the role of a set designer?

✓ Answer: A set designer creates physical environments for film and stage production.

 What does a continuity assistant do?


✓ Answer: Ensures visual and narrative consistency between scenes.

 What is the role of a computer graphics operator?

✓ Answer: Creates digital visual effects and on-screen graphics.

 What is sensational reporting?

✓ Answer: Exaggerated or dramatic news to attract viewers.

 Define "Radio Jockey" and "Radio Presenter".

✓ Answer:

- Radio Jockey (RJ): Engages audiences through live interactions and entertainment.
- Radio Presenter: Hosts radio shows, delivers news, and interviews guests.

 What is search engine indexing and ranking?

✓ Answer:

- Indexing: Storing webpage data for search engine retrieval.
- Ranking: Determining the order of search results based on relevance.

 What are keywords?

✓ Answer: Words or phrases that improve search engine visibility.

 Who invents or contrives ideas?

✓ Answer: A conceptualizer.

 Who Gives a Facelift to a Paper?

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- Copy Editor / Sub Editor – Refines layout, grammar, and structure.

Who are the **foot soldiers** in the field of journalism, and what role do they play in news reporting? Provide examples to support your answer.

Hint:

- ✓ Reporters, correspondents, and field journalists.
- ✓ Their role in gathering first-hand news.
- ✓ Examples like war correspondents and crime reporters.

Explain the roles of any **three** main departments in a newspaper organization and how they contribute to the overall functioning of the publication.

Departments to Choose From:

- ✓ **Editorial** – Content creation, news selection.
 - ✓ **Advertising & Marketing** – Revenue generation.
 - ✓ **Management** – Policy-making, administration.
 - ✓ **Technical** – Printing, layout, design.
 - ✓ **Distribution** – Circulation and sales.
-

4 Marks Questions

Types of Headlines

 Define the following types of headlines:

- **Banner Headline:** A headline that runs across the entire width of the page, usually in bold letters.
- **Boxed Headline:** A headline enclosed in a box to attract attention.
- **Flush Headline:** A headline aligned to the left or right margin of the column.
- **Cross-line Headline:** A one-line headline spanning multiple columns, but smaller than a banner headline.


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- Inverted Pyramid Headline: A headline following the inverted pyramid news writing style, giving the most important details first.
- Hanging Indent Headline: A headline where the first line is flush left, and subsequent lines are indented.
- Jump Head: A headline indicating a story continues on another page.
- Shoulder Headline: A smaller headline placed above the main headline for additional context.
- Curiosity Headline: A headline designed to intrigue readers and encourage them to read further.




 Q: What are Stick Characters in storytelling?

 A: Stick characters are simple, archetypal characters that represent clear, recognizable traits and roles in a story. They serve as a shortcut for common personality types, making it easy for the audience to connect with them.

 Key Features of Stick Characters:

- ✓ Easily Identifiable – Their traits are exaggerated or well-defined.
- ✓ Predictable Roles – Often follow common character tropes (e.g., the Hero, the Mentor, the Villain).
- ✓ Quick Audience Connection – Helps viewers or readers instantly recognize their purpose in the story.
- ✓ Used in Various Media – Found in films, comics, animations, and theater.

◆ Example:

- Superman (The Noble Hero) 
- Sherlock Holmes (The Brilliant Detective) 
- Dory from *Finding Nemo* (The Comic Relief) 

Explain the role of a **conceptualizer** in idea development and problem-solving. Provide examples to illustrate your answer.

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Key Points to Include:

- ✓ Inventing or contriving an idea mentally.
- ✓ Creating solutions for a problem or situation.
- ✓ Developing and completing an idea.

How has the advancement of audio technology changed the techniques used in audio production compared to the magnetic tape era?

Answer:


Magnetic Tape Era (Before Digital Audio):

- Audio was recorded on reels of magnetic tape.
- Required manual handling and electro-mechanical systems.
- Editing involved cutting and splicing tape with a razor blade.
- Labor-intensive and required precise human interaction.

Digital Audio Revolution (Late 20th Century Onwards):

- Introduction of digital audio workstations (DAWs).
- Non-destructive editing allows changes without altering original files.
- Software-based tools enable precise sound manipulation.
- More efficient, flexible, and accurate than magnetic tape.

Result:

- Digitalization made audio production faster, more convenient, and highly accurate compared to the older manual tape-based system. 

What role did investigative journalism play in exposing The Watergate Scandal, and what impact did it have?

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Answer: Investigative journalists **Bob Woodward and Carl Bernstein** uncovered the Watergate Scandal, exposing corruption in the **Nixon administration**. Their reporting led to Nixon's **resignation**, strengthening the role of the press in holding powerful figures accountable.

How did investigative journalism bring attention to the Bhagalpur Blindings and The Story of Kamla?

Answer: The **Bhagalpur Blindings** case, reported in the 1980s, exposed police brutality in Bihar, where prisoners were **blinded with acid**, leading to legal reforms. **The Story of Kamla**, a report by journalist **Ashwin Sarin**, uncovered human trafficking, revealing how women were being sold, sparking widespread debates on gender exploitation and media ethics.

 A Note from Srishti Ma'am 

Hey learners,

I know this might look overwhelming at first, but trust me, it's completely doable! 💪 Just take it step by step, and you'll grasp everything in no time. You've got this! 🚀 This learning material is freely accessible to all learners. I encourage you to explore skill-based subjects and reach new heights!

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