

- a) Pastiche
c) Analogy
- (x) Citation is a form of _____. Infer.
a) Deliberate intertextuality
c) External Allusion
- (xi) Relate the correct term for the study of signs and symbols.
a) Symbiosis
c) Semiotics
- (xii) Identify which of the following is not part of 'Media Literacy'.
a) Being able to read or understand content in different languages.
c) Assessing media ownership and regulation issues that may affect what media is presented in what form
- (xiii) Identify the full form of 'TAM'.
a) Television Audience Measurement
c) Tele Air Marketing
- (xiv) Identify the rank of India in the 2023 world press freedom index.
a) 172
c) 180
- (xv) Identify which of the following is not a social network site.
a) LinkedIn
c) Twitter
- b) Parallelism
d) Parody
- b) Latent intertextuality
d) None of these
- b) Symbiotics
d) Symbolic interactionism
- b) Critically analyzing media content by considering its particular presentation, its underlying political or social messages
d) Knowing how technology affects media
- b) Television Air Marketing
d) Television Audio Measurement
- b) 161
d) 111
- b) Instagram
d) Ebay

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain podcasts. Mention any one podcast that you have recently come across. (3)
3. Explain 'Journalism for Journalism'. (3)
4. Compare two distinctions in reporting for television and radio. (3)
5. Demonstrate any 3 examples of technological media convergence. (3)
6. Assess the role of independent journalism in the context of present day scenario. (3)

OR

What is vox pop ? Explain.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. "A free press is a watchdog that keeps those in power in check". Discuss. (5)
8. "OTT is not just a trend, it's a seismic shift in the way we consume media." Infer. (5)
9. Compare between the Chinese and American Media. (5)
10. Explain how reporting for television is different from reporting for print media with suitable examples. (5)
11. Explain the features of new media with relevance to a hard news story as content. (5)
12. Examine the concept of mass self-communication and its impact on the traditional mass media. (5)

OR

Examine the key differences between print journalism and mobile journalism in terms of the production process, storytelling techniques, and audience engagement. (5)
