

NEERAJ®

MASS COMMUNICATION

N-335

**Chapter wise Reference Book
Including Many Solved Sample Papers**

Based on

N.I.O.S. Class – XII
National Institute of Open Schooling

By : Parul Jain
(P.G.J.M.C.)



**NEERAJ
PUBLICATIONS**

(Publishers of Educational Books)

————— Retail Sales Office: —————

1507, First Floor, Nai Sarak, Delhi - 6 | Mob.: 8510009872, 8510009878

E-mail : info@neerajbooks.com Website : www.neerajbooks.com

MRP ₹ 350/-

Published by:



NEERAJ PUBLICATIONS

(Publishers of Educational Books)

Retail Sales Office: 1507, First Floor, Nai Sarak, Delhi - 6 | Mob.: 8510009872, 8510009878

E-mail : info@neerajbooks.com Website : www.neerajbooks.com

© Copyright Reserved with the Publishers only.

Reprint Edition with Updation of Sample Question Paper Only

Typesetting by: Competent Computers, Printed at: Novelty Printing Press

Disclaimer/T&C

1. For the best & up-to-date study & results, please prefer the recommended textbooks/study material only.
2. This book is just a Guide Book/Reference Book published by NEERAJ PUBLICATIONS based on the suggested syllabus by a particular Board/University.
3. These books are prepared by the author for the help, guidance and reference of the student to get an idea of how he/she can study easily in a short time duration. Content matter & Sample answers given in this Book may be Seen as the Guide/Reference Material only. Neither the publisher nor the author or seller will be responsible for any damage or loss due to any mistake, error or discrepancy as we do not claim the Accuracy of these Solutions/Answers. Any Omission or Error is highly regretted though every care has been taken while preparing, printing, composing and proofreading of these Books. As all the Composing, Printing, Publishing and Proof Reading, etc., are done by Human only and chances of Human Error could not be denied. Any mistake, error or discrepancy noted may be brought to the publishers notice which shall be taken care of in the next edition and thereafter as a good gesture by our company he/she would be provided the rectified Book free of cost. Please consult your Teacher/Tutor or refer to the prescribed & recommended study material of the university/board/institute/ Govt. of India Publication or notification if you have any doubts or confusions regarding any information, data, concept, results, etc. before you appear in the exam or Prepare your Assignments before submitting to the University/Board/Institute.
4. In case of any dispute whatsoever the maximum anybody can claim against NEERAJ PUBLICATIONS is just for the price of the Book.
5. The number of questions in NEERAJ study materials are indicative of general scope and design of the question paper.
6. Any type of ONLINE Sale/Resale of "NEERAJ BOOKS" published by "NEERAJ PUBLICATIONS" in Printed Book format (Hard Copy), Soft Copy, E-book on any Website, Web Portals, any Social Media Platforms – Youtube, Facebook, Twitter, Instagram, Telegram, Linkedln etc. and also on any Online Shopping Sites, like – Amazon, Flipkart, eBay, Snapdeal, Meesho, Kindle, etc., is strictly not permitted without prior written permission from NEERAJ PUBLICATIONS. Any such online sale activity of any NEERAJ BOOK in Printed Book format (Hard Copy), Soft Copy, E-book format by an Individual, Company, Dealer, Bookseller, Book Trader or Distributor will be termed as ILLEGAL SALE of NEERAJ BOOKS and will invite legal action against the offenders.
7. The User agrees Not to reproduce, duplicate, copy, sell, resell or exploit for any commercial purposes, any portion of these Books without the written permission of the publisher. This book or part thereof cannot be translated or reproduced in any form (except for review or criticism) without the written permission of the publishers.
8. All material prewritten or custom written is intended for the sole purpose of research and exemplary purposes only. We encourage you to use our material as a research and study aid only. Plagiarism is a crime, and we condone such behaviour. Please use our material responsibly.
9. All matters, terms & disputes are subject to Delhi Jurisdiction only.

Get books by Post & Pay Cash on Delivery :

If you want to Buy NEERAJ BOOKS by post then please order your complete requirement at our Website www.neerajbooks.com where you can select your Required NEERAJ BOOKS after seeing the Details of the Course, Subject, Printed Price & the Cover-pages (Title) of NEERAJ BOOKS.

While placing your Order at our Website www.neerajbooks.com You may also avail the “Special Discount Schemes” being offered at our Official website www.neerajbooks.com.

No need to pay in advance as you may pay “Cash on Delivery” (All The Payment including the Price of the Book & the Postal Charges, etc.) are to be Paid to the Delivery Person at the time when You take the Delivery of the Books & they shall Pass the Value of the Goods to us. We usually dispatch the books Nearly within 2-3 days after we receive your order and it takes Nearly 3-4 days in the postal service to reach your Destination (In total it take nearly 6-7 days).

CONTENTS

MASS COMMUNICATION

Based on: **NATIONAL INSTITUTE OF OPEN SCHOOLING - XII**

<i>S.No.</i>	<i>Chapters</i>	<i>Page</i>
	Solved Sample Paper - 1	1-3
	Solved Sample Paper - 2	1-3
	Solved Sample Paper - 3	1-3
	Solved Sample Paper - 4	1-3
	Solved Sample Paper - 5	1-3
<u>INTRODUCTION TO MASS COMMUNICATION</u>		
1.	Introduction to Communication	1
2.	Mass Communication	8
3.	Role and Impact of Mass Media	14
4.	Development Communication	20
<u>PRINT MEDIA</u>		
5.	Introduction to Print Media	24
6.	What is News?	32
7.	Reporting and Editing	39
8.	Language Press in India	52

<i>S.No.</i>	<i>Chapter</i>	<i>Page</i>
<u>RADIO</u>		
9.	Characteristics of Radio	60
10.	The Radio Station	65
11.	Formats of Radio Programmes	71
12.	Radio Programme Production	77
<u>TELEVISION</u>		
13.	Television in India	83
14.	Role of Television as a Mass Medium	92
15.	Television Channels	99
16.	Television Programme Production	105
<u>ADVERTISEMENT AND PUBLIC RELATIONS</u>		
17.	Advertising: An Introduction	111
18.	Advertising: An Industry	119
19.	Public Relations: An Introduction	125
20.	Public Relations: Tools	131

<i>S.No.</i>	<i>Chapter</i>	<i>Page</i>
<u>NEW MEDIA</u>		
21.	Characteristics of New Media	138
22.	New Media: The Industry	144
23.	New Media: Target Audience	148
24.	New Media: Employment Opportunities	152
<u>OPTIONAL MODULES</u>		
<u>TRADITIONAL MEDIA</u>		
25A.	Introduction to Traditional Media	156
26A.	Types of Traditional Media	161
27A.	Comparison of Traditional Media with Electronic Media	168
28A.	Communicating through Traditional Media	174
<u>PHOTOJOURNALISM</u>		
25B.	Introduction to Photography	179
26B.	The Camera	185
27B.	Photojournalism	190
28B.	Role of a Photojournalist	195
		■ ■

**Sample Preview
of the
Solved
Sample Question
Papers**

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

Solved Sample Papers - 1

Based on NIOS (National Institute of Open Schooling)

Mass Communication - XII

Time : 3 Hours

Maximum Marks : 100

- Note :** (i) All questions in Section 'A' are compulsory.
(ii) From Section 'B', attempt questions of only one option of your choice.
(iii) Marks for each question are indicated against it.

SECTION-A

Q. 1. Name the first advertising agency started in the USA in 1875.

Ans. In the year 1875, the first modern 'advertising agency' started operating in the United States of America, when Mr N. W. Ayer and Sons of Philadelphia offered to produce advertisements and also to contract for space in newspapers.

Q. 2. Around 1439, who first ever developed printing?

Ans. Johannes Gutenberg of Germany was the first to develop printing around 1439.

Q. 3. Define news.

Ans. Ref.: See Chapter-6, Page No. 35, Q. No. 3 (Intext Questions 6.1)

Q. 4. What is radio bridge?

Ans. Radio Bridge: Bridge means connector. So, radio bridge means connecting different stations throughout the country. In this technique, an expert who is sitting in one state can interact with the common man who is sitting in the studio in another state. Radio bridge was first introduced by AIR during elections.

Q. 5. List any four types of entertainment programme on TV.

Ans. Entertainment Programmes: Entertainment programmes are those programmes that entertain us. Some of the entertainment programmes are:

- (i) Serials, soap operas, dramas and play like – Utran, Balika Vadhu, Jyoti, Bidaai, etc.
- (ii) Comedy shows like – laughter challenge, Wah Wah, Comedy Circus.
- (iii) Musical programmes like – Nachle with Saroj Khan.
- (iv) Game shows like – Kaun Banega Crorepati, Dus Ka Dum.

Q. 6. How is new media made creative?

Ans. Ref.: See Chapter-21, Page No. 142, Q. No. 1.

Q. 7. How can media play the act of a bridge between government and people?

Ans. It acts as a bridge between people and the Government. It informs general public about the happenings of the Government and other higher authorities and also inform Government and other higher authorities about what people want from them.

So media is considered as the fourth institution in a democracy. Government informs public about its policies through various mass media such as radio, newspaper, T.V. etc.

Media not only give information to the people about government decisions but also explain the effect of the decisions on the people.

Q. 8. Explain hard news and soft news.

Ans. Hard news generally refers to upto the minute news and events that are reported immediately. They usually falls on the first page of the newspaper. Hard news are major thrust of a daily newspaper. Hard news generally deals with serious topics and events. Politics, war, economics and crime news can be considered as hard news.

Soft news are those news which generally does not deal with formal or serious topics or events. Soft news is background information or stories of human interest. Arts, entertainment and lifestyle news can be considered as soft news. A soft news story tries to entertain or advise the reader. For example, visit of popular cricketer to a old age home is a soft news.

Q. 9. What can we do with the help of a sound recorder?

Ans. Sound Recorder: The sound or audio on television not only communicates information but also in-

forms about the mood and atmosphere of the visuals that come along with the audio on the screen. The main function of sound recorder is to record the sound picked up by the microphone.

We can select a specific microphone or other input with a sound recorder. We can also make a signal louder from a microphone or other audio source for further processing. Another function of sound recorder is that it can control the volume and ensure the quality of sound and can also combine two or more incoming sound sources.

Q. 10. Name three types of microphone and their functions.

Ans. Microphone: A microphone increases the volume of voice. So, it is used to record voice in a radio studio. It is the most important element using which a person present a programme. There are three types of microphones which are known by their directivity.

1. Uni-directional Microphones: Uni-directional microphone picks up sound from only one direction. It picks up only that voice which is spoken in front of it. If we speak from any other side of this microphone, our voice will not be picked up properly. This type of microphones is generally used by announcers.

2. Bi-directional Microphones: Bi means two. These microphones picks voice from two sides. These types of microphone are used at the time of interview.

3. Omni-directional Microphone: Omni means everywhere. So, omni-directional microphone picks up voice from everywhere. These type of microphones are used when a number of voices are used in a single programme like radio discussion or radio drama.

Some other types of microphones are lapel microphones, gun microphones, cordless microphones, etc.

Q. 11. List the tools of public relations.

Ans. Ref.: See Chapter-20, Page No. 135, Q. No. 1.

Q. 12. What are the distinguishing characteristics of new media as a form of communication?

Ans. Ref.: See Chapter-21, Page No. 142, Q. No. 1.

Q. 13. Discuss interpersonal communication and two situations in which it takes place with examples.

Ans. Interpersonal Communication: When two person communicate with each other it is called Interpersonal Communication. It happens in our daily life. It is one-to-one communication. We often talk with our parents, friends, etc. Interpersonal communication can be formal or informal. Examples of interpersonal communication are: When we talk with our friend in a coffee shop, it is Interpersonal Communication.

Also Add: Interpersonal communication happens in our daily life. Some examples are : In the morning you get up and meet your parents, brothers or sisters. You go to a doctor and discuss your problems. If you want to book a railway ticket, you go to the booking counter and speak to the person sitting there.

Q. 14. What are the tasks performed by a sub-editor?

Ans. The tasks performed by a sub-editor are:

- The first job of a sub-editor is to see that the report is in good language and there are no mistakes and if the sub-editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter.
- The next job of the sub-editor is to value add the report like adding of background material and improving the story.
- Next is to find a good heading for the story which should be sharp, attractive, crisp and convey the spirit of the story. The heading should fit into the mood of the story.
- The sub-editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report.
- It is the job of the sub-editor to condense the story by rewriting or editing. A sub-editor who edits the story can always suggest to the news editor about giving that story a byline.

Q. 15. Discuss any four spoken word formats of radio.

Ans. Ref.: See Chapter-11, Page No. 75, Q. No. 2.

Q. 16. Write the major characteristics of television as a medium.

Ans. Ref.: See Chapter-14, Page No. 96, Q. No. 1 (Terminal Questions).

Q. 17. Discuss the principles of advertising.

Ans. Ref.: See Chapter-18, Page No. 123, Q. No. 1.

Q. 18. Describe the business opportunities available in new media.

Ans. Ref.: See Chapter-24, Page No. 155, Q. No. 3.

Q. 19. What are the salient points to judge the news worthiness of an information?

Ans. Ref.: See Chapter-6, Page No. 37, Q. No. 3.

Q. 20. What are the key questions to be kept in mind while planning an advertisement?

Ans. Ref.: See Chapter-18, Page No. 124, Q. No. 1 (Additional Important Question) and Page No. 123, Q. No. 2.

Sample Preview of The Chapter

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

MASS COMMUNICATION

INTRODUCTION TO MASS COMMUNICATION



Introduction to Communication

INTRODUCTION

From the time, when we come into the world, we communicate through different methods. When we born, we cry. As a baby, we communicate through gestures, then slowly we start using words and then sentences. When we grow up, we use language to communicate along with our body parts, facial expressions and gestures. These all are the ways or methods of communication but communication actually means exchanging our ideas and feelings with others or giving or getting information. We do communication verbally and non-verbally.

Early human beings did not know language but they still expressed their feelings through their face and body parts. Lately, when language developed, people found it as a powerful medium to express themselves in a better way. Invention of alphabets introduced writing. Through writing, human beings could spread their ideas to a large number of people.

We all communicate to express ourselves. We all live in a society and society is made up of people who may be rich or poor, literate or illiterate. They may belong to different castes and religion and speak different languages but still all of them express themselves through communication which is very essential for societies to survive.

We all communicate to get information, to give information, to express our feelings, thoughts and ideas. There are so many other reasons to communicate. We also communicate to understand each other and to solve problems.

Communication can be defined as a message understood. According to Oxford dictionary: Communication can also be define “as the transfer or conveying of meaning”. In a communication, there is a sender who sends a message and there is a receiver who receives a message. If receiver understands the message. It is said to be a communication. We all communicate in a society, so we can say “Social interaction through messages is Communication.”

We also share our experiences through communication, so sharing of experience is also called Communication.

Communication is very essential for a society. We all depend upon each other for various works or things. We grow because we communicate or we can say we survive because we communicate.

We communicate through our five sense organs. We have five sense organs—taste, touch, hearing, sight and smell. We all use all of them to communicate. We use our ears to hear sounds and communicate. We taste things through our taste-buds and express our feelings through it. We touch a thing,

2/NEERAJ : MASS COMMUNICATION (N.O.S.–XII)

feel it and then communicate. We use our nose to smell and our face shows if the smell is good or bad. We see things through our eyes and communicate.

We communicate verbally and non-verbally. Verbal communication means a communication in which we use words to express ourselves. Non-verbal communication is the communication in which we do not use words but use our facial expressions, gestures and body parts. These are collectively called as body language. A traffic cop controlling traffic at a traffic signal is a perfect example of non-verbal communication. We can communicate non-verbally by two means. One is by expressions of our face which includes a smile, a nod, looking at the eyes of the other person for showing interest or for listening. Sometimes we also narrow our eyes or raise our eye brows.

We also communicate or send messages non-verbally by our body movements. Body movements include, use of our body parts to communicate, like our head, hands, fingers etc. In a game of cricket, umpire uses his body parts to show any signal. Three monkeys of Gandhiji is also a good example of non-verbal communication through body movements. It is called non-verbal communication because words are not used to communicate. Experts say that 80% of our all communication is non-verbal.

It is very important tool for the people who can't speak. However, people who can speak also use lot of non-verbal communication. When they speak to other people. It is also used by political and spiritual leaders during the election meetings and discourses.

Non-verbal communication is not done in the same way by every one in the world. It is not universal. It doesn't mean the same in each and every country. We fold our hands to pray as well as to welcome others. While in Western countries, people fold their hands only when they pray to God.

Communication by using words can be done in two ways—orally and in written.

When we say something by our mouth it is called oral communication. Oral communication is a skilful activity which is developed by language which is used in oral communication. In oral communication, group of words or sentences should be arranged properly. They should be grammatically

correct so that they make sense and the receiver will be able to understand what we want to convey.

India has a rich ancient culture. It has 'Vedas' 'Puranas' and 'Shastras' which were first spoken and then passed from one generation to another. Oral communication has some advantages like, it is very spontaneous and natural, so it is easy to understand, its language is listener friendly, it is supported by non-verbal communication, communicator always present physically, and it also develops a nice and close relationship between speaker and the listener. However, Oral Communication has some disadvantages also. They are:

The words spoken in oral communication are temporary, they are often forgotten and the non-verbal communication which supports the oral communication may not be understood by people from other cultures.

Telephone and Radio invented by Graham Bell and Marconi respectively had given a new face to oral communication as it facilitated long distance oral communication.

The other way to communicate using words is written communication. It developed after the invention of paper first by Chinese and later in Egypt. Before that, there was no written communication except on palm leaves and leather scrolls. Invention of printing by John Gutenberg in 15th century gave written communication a boost. Books came into existence only because of printing which made knowledge available to a large number of people. Publishing of newspapers, journals and magazines helped people in communicating or spreading their ideas, feelings and thoughts to a large number of people. People were able to know about what is happening around the country and the globe and also about the activities of government through newspapers.

Writing is an individual activity while speech is a shared activity. Writing involves thoughts, corrections, editing and rewriting also and it happens in isolation. It involves lot of hard work and preparation. Written communication has some advantages. The words of written communication are permanent and they reach to a large number of people. Written communication make knowledge

and information available to people who can read but written communication has a very big disadvantage. It is limited to literate people only. Illiterate people has nothing to do with written communication. If a person wants to use written communication, he should know the alphabets, script as well as grammar of the language. He should also have the good knowledge of words. So written communication is limited to only those people who can read or write.

There are many forms of written communication. It can be in the form of letters, newsletters, magazines, handbills, newspapers, books etc. Every form has its own special features.

In today's world, we can't think about our work without writing. It is the tool which cannot be separated from us. Now, almost everything can be written and preserved. Man became to know all about history through writing only because all human activities, inventions and developments are written down by historians. Now writing gets its new style through world wide web and Internet. However, in comparison with oral communication, written communication tends to formal and it is difficult to follow. Illiterate people can't use written communication. So a person has to be literate if he is interested in written communication. Generally, writing is not user friendly. Often reader doesn't understand what writer wants to convey unless writer is a good communicator.

We can describe communication depending upon the situation in which it takes place. We communicate with ourselves and with other people also. We can communicate with others face-to-face or on telephone or on web camera also. We can communicate with large number of people through TV, Radio, internet and by using public address system also.

So, we can say that there are four types of communication:

First is Intrapersonal Communication which means communicating with ourselves. It is the first type of communication. It is a continual process. It happens all the time. So, communicating with our innerself is called intrapersonal communication. It also includes accepting our faults and mistakes and

correcting them. Intrapersonal communication is very necessary for our growth as a member of society. It teaches us goods and bads of life. In a cricket match, Sometimes, a batsman utter some words to himself while facing a ball at crease. That is Intrapersonal Communication. Second type of communication is Interpersonal Communication. When we communicate face-to-face with a person, it is called interpersonal communication. It happens in our daily life. We do interpersonal communication with our family members, teachers, friends etc. It is one-to-one communication. We all indulge in Interpersonal communication daily. It is very important in our social life. Interpersonal communication can be formal as well as informal. Taking with someone in a friendly atmosphere i.e. informally is called informal communication. However, there are occasion where formal interpersonal communication takes place.

Private discussions with friends and family members or corridor discussion are the examples of informal interpersonal communication while Job interview or police interrogation are the examples of formal interpersonal communication.

Interpersonal communication includes lot of non-verbal communication and immediate answers to the questions. Interpersonal communication is necessary in each and every field of society. There isn't any substitute for interpersonal communication as society grows because of it.

Third type of communication is Group Communication. It is the communication in which a group of people meet and talk with each other. In group communication, people are generally known to each other and talk on a common topic. In group communication the meeting is generally addresses by a leader or a chairman and the other people who are known to each other may participate in the discussion. A meeting of the members of a housing society or a meeting of managers of a business organization are the examples of group communication.

Fourth type of communication is Public Communication. When a person addresses a large number of people. It is called Public Communication. In this type of communication, many people

4/NEERAJ : MASS COMMUNICATION (N.O.S.–XII)

get information from one person. In public communication, the speaker can identify or see only those people who sits in the front row. He can't see the whole audience, so lack of personal touch is there. Also, people may not know to each other in public communication. In public communication, the person who addresses the public should have excellent communication skill. In public communication, message goes to a large number of people in comparison with group communication. So, microphone and loudspeakers may be used in this kind of communication. Election meetings of political leaders and discourses of spiritual leaders are the examples of Public Communication.

INTEXT QUESTIONS 1.1

Q. 1. Give five reasons why we communicate?

Ans. Following are the reasons why we communicate:

1. We communicate to express our feelings, thoughts and ideas.
2. We communicate to get information.
3. We communicate to give information.
4. We communicate to solve problems.
5. We communicate to understand each other.

Collectively we can say, we communicate to survive and to grow.

Q. 2. Define the term communication.

Ans. Communication means to share our ideas, views, feelings, thoughts and experiences through messages. It is a process in which sender sends a message and receiver receives and understands it.

A communication takes place when the message sent by the sender is completely understood by the receiver or by the person for whom the message is meant. We all do communication with others in our day-to-day life. So, social interaction through messages is communication. We all share our experiences with others through communication. So, communication is sharing of experiences.

Q. 3. State whether the following statements are true or false:

- (i) Communication is a message misunderstood.

(ii) Social interaction through messages is communication.

(iii) Sharing of experience cannot be called communication.

Ans. (i) False, (ii) True, (iii) False.

INTEXT QUESTIONS 1.2

Q. 1. Name the five senses used by human beings for communication.

Ans. Five senses used by human beings for communication are:

1. Sight
2. Smell
3. Touch
4. Taste
5. Hearing.

Q. 2. What do you understand by Non-verbal Communication?

Ans. Non-verbal Communication is the communication in which we communicate without using words. Instead we express our feelings, ideas and thoughts through facial expressions, gestures and body movements. These are collectively called body language. We use our facial expressions like smile, nod etc. to communicate. We also narrow our eyes sometimes or raise our eyebrows to express our feelings. We also use our body parts like hands, head, fingers etc. to communicate. These facial expressions and body movements come under non-verbal communication. 80% of our communication consist of non-verbal communication. It is a very important tool for the people who can't speak but it is also used by those people who can speak. We all use non-verbal communication when we communicate with others.

INTEXT QUESTIONS 1.3

Q. 1. State whether the following statements are true or false:

- (a) Writing has given man the history.
- (b) Paper and printing were in existence before written communication was developed.
- (c) Writing is a shared activity.
- (d) The worldwide web and computers have given a new style and meaning to written communication.
- (e) Radio is a medium of written communication.