

CBSE Class-12 Sociology Test Paper-02
Mass Media and Communication

General Instruction:

- Question 1-5 carries two marks each.
 - Question 6-8 carries four marks each.
 - Question 9-10 carries six marks each.
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1. Despite of the limited literate public, how did the influence of news out striped its circulation during colonial period.
2. How did radio broadcasting commenced in India?
3. What is the formidable infrastructure for radio broadcasting in India developed by All Indian Radio over the years?
4. What was the major constraint in the popularisation of radio?
5. How was the television programming initially introduced?
6. Write a short note describing how mass media is part of our everyday life.
7. How was the mass media expected to perform in independent India as declared by Jawaharal Nehru, the first prime minister?
8. How did All India Radio's broadcastings make differences in the development of the newly free nation?
9. Why is the soap opera "Hum Log" considered to be a turning point in India's television sector?
10. What was the role of the print media?

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Mass Media and Communication

1. Despite of the limited literate public, the influence of news out striped its circulation during colonial period because news and information was read and spread by word of mouth from commercial and administrative hubs like markets and trading centres as well as courts and towns.
2. Radio broadcasting which commenced in India through amateur 'ham' broadcasting clubs in Kolkata and Chennai in the 1920s matured into a public broadcasting system in the 1940s during the World War II when it became a major instrument of propaganda for Allied forces in South-east Asia.
3. The formidable infrastructure for radio broadcasting in India developed by All Indian Radio over the years is that is operates a three-tiered – national, regional, and local – service to cater to India's geographic, linguistic and cultural diversity.
4. The major constraint in the popularisation of radio initially was the cost of the radio set. The transistor revolution in the 1960s made the radio more accessible by making it mobile as battery operated sets and reducing the unit price substantially.
5. The television programming was initially introduced experimentally in India to promote rural development in 1959. Later the Satellite Instructional Television Experiment (SITE) broadcasted directly to community viewers in the rural areas of six states between August 1975 and July 1976.
6. Mass media is part of our everyday life in the following ways:
In many middle class households across the country people wake up only to put on the radio, switch on the television, look for the morning newspaper.
The younger children of the same households may first glance at their mobile phones to check their missed "calls".
Plumbers, electricians, carpenters, painters and sundry other service providers in many urban centres have a mobile telephone where they can be easily contacted.
Many shops in cities increasingly have a small television set. Customers who come in may exchange bits of conversation about the cricket match being telecasted or the film being shown.
7. In independent India, Jawaharlal Nehru, the first prime minister, called upon the media to function as the watchdog of democracy.

The media was expected to spread the spirit of self-reliance and national development among the people.

The media was seen as a means to inform the people of the various developmental efforts.

The media was also encouraged to fight against oppressive social practices like untouchability, child marriages, and ostracism of widows, as well as beliefs of witchcraft and faith healing.

A rational, scientific ethos was to be promoted for the building of a modern industrial society.

8. The All India Radio's broadcastings made differences in the development of the newly free nation:

In the 1960s, when the high yielding varieties of food crops, as a part of the Green Revolution, were introduced for the first time in the country.

It was All India Radio which undertook a major countryside campaign on these crops on a sustained day-to-day basis for over 10 years from 1967.

For this purpose, special programmes on the high yielding varieties were formed in many stations of AIR all over the country.

These programme units, manned by subject specialists, undertook field visits and recorded and broadcast first hand accounts of the farmers, who started growing the new varieties of paddy and wheat.

9. The soap opera "Hum Log" was considered to be a turning point in India's television sector because:

This pioneering program utilised the entertainment-education strategy by intentionally placing educational content in this entertainment message.

The television program promoted such social themes as gender equality, small family size, and national integration.

At the end of each 22-minute episode, a famous Indian actor, Ashok Kumar, summarised the educational lessons from the episode in an epilogue of 30 to 40 seconds.

Kumar connected the drama to viewers' everyday lives. For instance, he might comment on a negative character who is drunk and beats his wife by asking; "why do you think that people like Basesar Ram drink too much, and then behave badly? Do you know anyone like this? What can be done to reduce incidents of alcoholism? What can you do?"

A study of Hum Log's audience showed that a high degree of parasocial interaction

occurred between the audience members and their favourite Hum Log characters. One unusual aspect of this soap opera was the huge number of letters, over 400,000, that it attracted from viewers; so many that most of them could not be opened by Doordarshan officials.

10. The beginnings of the print media and its role in both the spread of the social reform movement and the nationalist movement have been noted.

After independence, the print media continued to share the general approach of being a partner in the task of nation building by taking up developmental issues as well as giving voice to the widest section of people.

Journalism in India used to be regarded as a 'calling'. Fired by the spirit of patriotic and social reforming idealism, it was able to draw in outstanding talent as the freedom struggle and movements for social change intensified and as new educational and career opportunities arose in a modernising society.

The transformation of the calling into a profession took place over a long period, mirroring the change in character of a newspaper like the Hindu from a purely societal and public service mission into a business enterprise framed by a societal and public service mission.

The gravest challenge that the media faced was with the declaration of Emergency in 1975 and censorship of the media.

Fortunately, the period ended and democracy was restored in 1977. India with its many problems can be justifiably proud of a free media.