

CBSE | DEPARTMENT OF SKILL EDUCATION

MASS MEDIA STUDIES (SUBJECT CODE-835)

MARKING SCHEME FOR CLASS XI (SESSION 2025-2026)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)			
i.	Bold- Ctrl B Italics- Ctrl I	Employability Skills, NCERT	Unit 3	1
ii.	a. Prepare, Practice, Perform	Employability Skills, NCERT	Unit 1	1
iii.	b. Making a to do list	Employability Skills, NCERT	Unit 2	1
iv.	Construction, Agriculture, Transport, Forests, Fisheries, etc. (Any 2)	Employability Skills, NCERT	Unit 5	1
v.	b. Self-motivation	Employability Skills, NCERT	Unit 2	1
vi.	a. understand the market	Employability Skills, NCERT	Unit 4	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)			
i.	K Asif	CBSE Study Material	Unit 2	1
ii.	Historian Vishwanath Kashinath Rajwade	CBSE Study Material	Unit 1	1
iii.	Linguistic	CBSE Study Material	Unit 1	1
iv.	C Mid day	CBSE Study Material	Unit 3	1
v.	It creates original world. 9Or Relevant)	CBSE Study Material	Unit 4	1
vi.	One common stereotype in Indian society is that a woman's ultimate purpose is to be a good wife and	CBSE Study Material	Unit 3	1

	mother, often placing her worth in how well she manages the household rather than her personal ambitions or career goals.			
vii.	Mythology/ Myths	CBSE Study Material	Unit 4	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)			
i.	Indian Idol, Dance India Dance (Relevant Response)	CBSE Study Material	Unit 2	1
ii.	Lionel Fielden	CBSE Study Material	Unit 2	1
iii.	The thoughts and feelings of all characters.	CBSE Study Material	Unit 4	1
iv.	Closed Circuit Television	CBSE Study Material	Unit 3	1
v.	Cut, Dissolve, Fade In/Out (Any two or Relevant)	CBSE Study Material	Unit 3	1
vi.	A plot is a narrative of events arranged in their time sequence.	CBSE Study Material	Unit 4	1
vii.	A medium is device or technology through that convey the message or information. (Or Relevant)	CBSE Study Material	Unit 1	1
Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	track	CBSE Study Material	Unit 2	1
ii.	Sending layer, Middle Layer/ Cloud, Receiving Layer/ Edge	CBSE Study Material	Unit 3	1
iii.	Mise en scene	CBSE Study Material	Unit 3	1
iv.	Main Page of the newspaper	CBSE Study Material	Unit 3	1
v.	Painting is a medium of expression which creates aesthetic experience by means of lines, shapes, tones and colour.	CBSE Study Material	Unit 2	1
vi.	Advocacy/ entertainment/ public service announcements	CBSE Study Material	Unit 1	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	Foreground and Background	CBSE Study Material	Unit 2	1
ii.	b) reaches billions of people across continents	CBSE Study Material	Unit 1	1
iii.	Mechanical	CBSE Study Material	Unit 1	1
iv.	Amazon and Flipkart (Or Relevant)	CBSE Study Material	Unit 3	1
v.	Opposite to Editorial	CBSE Study Material	Unit 3	1
vi.	c) persuades directly and powerfully	CBSE Study Material	Unit 3	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)			
i.	A podcast is a digital audio programme available online, usually released in episodes, covering various topics.	CBSE Study Material	Unit 3	1
ii.	To teach a moral value through object/Animal	CBSE Study Material	Unit 4	1
iii.	A brief description about photo.	CBSE Study Material	Unit 4	1
iv.	Arthur Conan Doyle	CBSE Study Material	Unit 4	1
v.	Micro-structure refers to the directorial and technical aspects of the film craft, such as composition of the shots, composition of the sound track,	CBSE Study Material	Unit 2	1

	pace of editing etc.			
vi.	Point of View, Character (Or Relevant)	CBSE Study Material	Unit 4	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)				
Q. 7	Effective time management helps prioritize tasks, reduce stress, and ensure all subjects are covered before exams. Strategies: 1. Creating a study timetable to allocate time for each subject. 2. Setting daily goals to stay focused and organized. 3. Avoiding distractions like mobile phones or social media during study hours. (Any 2 strategies/ accept relevant response)	CBSE Study Material	Unit 2	2
Q. 8	7C's of effective communication-clear, concise, concrete, correct, coherent, complete and courteous. Briefly explain any two ways.	CBSE Study Material	Unit 1	2
Q. 9	Headers and footers provide consistent information across all pages, improving organization and making the document look professional. An example is page numbers, which are often placed in the footer. (any other relevant example)	CBSE Study Material	Unit 3	2
Q. 10	The Green India Mission (GIM) is one of the eight missions under India's National Action Plan on Climate Change (NAPCC). Its main objectives are: 1. To increase forest and tree cover across degraded lands to enhance ecosystem services and biodiversity. 2. To improve the quality of existing forests and conserve natural resources. 3. To combat climate change by reducing greenhouse gas emissions through carbon	CBSE Study Material	Unit 5	2

	sequestration. 4. To promote sustainable livelihoods for forest-dependent communities. The mission supports both environmental protection and the socio-economic development of rural communities, aligning with the broader goals of sustainable development. (Introduction and any two points)			
Q. 11	1.Risk-taking – Entrepreneurs are willing to take calculated risks to start and grow their businesses, even in uncertain situations. 2.Creativity and Innovation – They think creatively to develop new ideas, products, or services that solve problems or meet market needs in unique ways. (Any other relevant response)	CBSE Study Material	Unit 4	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)				
Q. 12	Intrapersonal communication is communication with oneself, including internal dialogue and self-reflection, while interpersonal communication is the exchange of messages between two or more people through verbal and nonverbal means.	CBSE Study Material	Unit 1	2
Q. 13	The language of newspapers (Journalese) is distinct from other forms of writing due to the following reasons: 1. Concise and Clear: Newspaper language is brief and to the point, aiming to convey maximum information in minimum words due to space constraints. 2. Objective Tone: News reports use a neutral and factual tone, avoiding personal opinions or emotional language. 3. Inverted Pyramid Style: Important information comes first, followed by supporting details, helping readers grasp the main idea quickly. 4. Use of Headlines: Catchy, bold	CBSE Study Material	Unit 3	2

	headlines are used to grab attention and summarize the essence of the news. This style ensures that news is accessible, quick to read, and easy to understand by a wide audience. (Introduction with any two points)																		
Q. 14	<table><tr><td>Basis</td><td>Television</td><td>Cinema</td></tr><tr><td>Mode of Viewing</td><td>Watched at home or on personal devices</td><td>Watched in theaters on a large screen</td></tr><tr><td>Content Format</td><td>Includes serials, news, reality shows, etc.</td><td>Primarily includes feature films</td></tr><tr><td>Duration</td><td>Shorter programs with breaks (e.g., 30–60 minutes)</td><td>Longer format (usually 1.5 to 3 hours)</td></tr><tr><td>Release Frequency</td><td>New content aired daily or weekly</td><td>Films are released less frequently (e.g., weekly or monthly)</td></tr></table> (Any 3 valid points)	Basis	Television	Cinema	Mode of Viewing	Watched at home or on personal devices	Watched in theaters on a large screen	Content Format	Includes serials, news, reality shows, etc.	Primarily includes feature films	Duration	Shorter programs with breaks (e.g., 30–60 minutes)	Longer format (usually 1.5 to 3 hours)	Release Frequency	New content aired daily or weekly	Films are released less frequently (e.g., weekly or monthly)	CBSE Study Material	Unit 2	2
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Q. 15	a. Documentaries provide factual information and help viewers learn about real-life events or issues. b. They are often engaging and thought-provoking, offering deep insights into different perspectives or cultures.	CBSE Study Material	Unit 3	2															
Q. 16	To Connect To Inform To Gain Knowledge To Entertain (Any Two with Brief or Relevant)	CBSE Study Material	Unit 4	2															
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)																			
Q. 17	Music can do the following in a film: 1. It can add an emotional depth to the scene. 2.It can help move the story forward through narrative song sequence. 3.It can offer a melody or a rhythm for the actors, directors, choreographers and editors to work on. 4.It can create and sustain a mood, especially, prominently in scenes,	CBSE Study Material	Unit 2	3															

	where there is no dialogue 5.It can help in the publicity of the film. 6. Some musical themes and songs get associated with the image of the film. 7.It can help bring out the sub-vocal feelings and moods without the use of the words. (Any 3 points) Music is usually used in three ways in films; 1. As title/theme music 2. Background score 3. Songs			
Q. 18	Hum Log was a landmark serial because it was India's first television soap opera, aired in 1984. It realistically portrayed the everyday struggles and social issues of a middle-class Indian family, connecting deeply with viewers and setting the stage for future TV serials in the country. The characters and their stories resonated deeply with viewers. Hum Log established the soap opera format in India, influencing many subsequent TV serials and shaping the future of Indian television programming.	CBSE Study Material	Unit 3	3
Q. 19	Circa 1919 AD, the eminent Marathi historian Itihasacharya Vishwanath Kashinath Rajwade produced a great essay entitled - "The Evolution of Means of Human Thought and Expression." - This essay develops a perspective that, there are FORTY forms of artistic communication developed by the human race during the course of its evolution. And these forms have been derived from FOUR natural abilities that human beings possess viz. Speech, Gesture, The Ability to Draw and The Ability of Making Solid Figures. -He says further that, making good use of these basic abilities, humankind has developed a few external means - such as musical instruments, puppets , camera etc. - to extend the range of its own expressions.	CBSE Study Material	Unit 1	3
Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)				
Q. 20	1. Introduction: Greet listeners warmly and introduce myself as their RJ.		Unit 3	4

	- Briefly mention the purpose of the segment—to promote the upcoming social awareness campaign organised by the school. 2. Engaging Content: - Share interesting facts or a short story related to the campaign's cause to grab attention. - Use friendly and energetic tone to keep listeners interested. 3. Call to Action: - Encourage listeners to participate in the campaign by attending or volunteering. - Provide details about the date, time, and venue clearly. 4. Interactive Element: - Invite listeners to send in messages, questions, or share their thoughts on the topic through calls or social media. - Promise to read some messages on air to create a sense of community and involvement.	CBSE Study Material		
Q. 21	Mainstream media often treats news as a commodity to attract more viewers and advertisers, which can be justified to some extent because media organizations need revenue to operate. However, this can sometimes compromise the quality and objectivity of news reporting. Three tactics used to sensationalize news are: - Exaggerated Headlines: Using bold or shocking headlines to grab attention, even if the story itself is less dramatic. - Emotional Language: Using strong, emotional words to provoke reactions and engage the audience. - Selective Reporting: Focusing on certain aspects of a story while ignoring others to create	CBSE Study Material	Unit 2	4

	more impact or controversy.			
Q. 22	• Theme • Time • Space • Plot • Character (Any Four with Brief)	CBSE Study Material	Unit 4	4
Q. 23	The Two-Step Flow Theory, proposed by Paul Lazarsfeld, suggests that media messages do not directly influence the public. Instead, they first reach opinion leaders—people who are more engaged with media and well-informed. These leaders then interpret the information and pass it on to others in their social circle. This theory challenges the idea that media affects everyone equally. It shows that personal influence plays a big role in shaping opinions. Example 1: A student follows a popular YouTuber (opinion leader) who discusses climate change. The student then shares this information with friends, influencing their views. Example 2: During elections, people may form opinions based on what a trusted family member or community leader says about a candidate, rather than on direct exposure to news.	CBSE Study Material	Unit 3	4
Q. 24	This suggests that stories can be interpreted in multiple ways, depending on the perspective and creativity of the writer. Each adaptation reflects the writer's unique vision, cultural context, and audience expectations. Four important factors to consider while evaluating a writer's work are: 1. Originality and creativity – How uniquely the writer presents the story or ideas. 2. Understanding of the theme – How well the writer captures the core message or emotions. 3. Character development – The depth and consistency in	CBSE Study Material	Unit 4	4

	portraying characters. 4. Audience engagement – How effectively the work connects with and impacts the audience.			
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