MASS MEDIA & COMMUNICATION

Maximum Marks: 70
Time Allotted: Three Hours
Reading Time: Additional Fifteen Minutes

Instructions to Candidates

1. You are allowed **an additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during reading time.
3. This question paper has **6 printed pages**.
4. It is divided into **three sections** and has **twelve questions** in all.
5. Answer **all** questions.
6. **Section A** has **fourteen subparts** which are very short answer questions. Each question carries 1 mark.
7. While attempting **Multiple Choice Questions** in Section A, you are required to **write only ONE option as the answer**.
8. **Section B** has **seven questions** which are short answer questions. Each question carries 4 marks.
9. **Section C** has **four questions** which are long answer questions. Each question carries 7 marks.
10. *Internal choices* have been provided in *two questions in Section B* and in *one question in Section C*.
11. The intended marks for questions are given in brackets [ ].

Instruction to Supervising Examiner

1. Kindly read **aloud** the Instructions given above to all the candidates present in the examination hall.

Note: The Specimen Question Paper in the subject provides a realistic format of the Board Examination Question Paper and should be used as a practice tool. The questions for the Board Examination can be set from any part of the syllabus, though the format of the Board Examination Question Paper will remain the same as that of the Specimen Question Paper.

SECTION A – 14 MARKS

Question 1

(i) A camera shot that tilts on the camera's x-axis to create a feeling of uneasiness is known as _____. **[1]**

    (a) Bird's eye view

    (b) Dutch angle shot

    (c) Oblong

    (d) Worm-eye view

(ii) _____ is an advertisement hidden within a news article. **[1]**

    (a) Sting operation

    (b) Paid news

    (c) Partisan reporting

    (d) Advertorial

(iii) _____ coined the term 'documentary'. **[1]**

    (a) John Grierson

    (b) John Lumiere

    (c) Dada Saheb Phalke

    (d) Quentin Tarantino

(iv) Given below are two statements marked Assertion and Reason. Read the statements carefully and choose the correct option. **[1]**

Assertion: Smartphones are an example of technological convergence.

Reason: They run one program at a time and need constant internet connectivity.

(a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.

(b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.

(c) Assertion is true and Reason is false.

(d) Both Assertion and Reason are false.

(v) _____ refers to the correct portrayal of communities in media. **[1]**

(vi) A kind of reporting that presents information in a biased manner and may support a specific political party is known as _____.

(vii) _____ convert(s) electronic signals into sounds that we can hear, thus allowing us to enjoy music.

(viii) State whether the following are True or False:

   (a) Dada Saheb Phalke was inspired by the movie *Life of Pi*. **[1]**

   (b) Cyber Activism uses social media to spread awareness on pertinent socio-political issues. **[1]**

   (c) Radio Jockeys require a strong command over written language. **[1]**

   (d) Textual media convergence is the replacement of physical text with online media. **[1]**

(ix) Provide *one* example of Cybercrime. **[1]**

(x) State an advantage of 'new media'. **[1]**

(xi) What is a *radio studio*? **[1]**

SECTION B – 28 MARKS

Question 2 **[4]**

Films and books strongly influence our behaviour and communication in cultural setup.

With the help of a relevant example, explain the relationship between Communication and Culture.

Question 3 [4]

  (i)   Using appropriate examples, state *any four* ways by which Representation has a positive influence on mass media.

<div align="center">**OR**</div>

  (ii)   Elaborate on the term *culture*. How does media in two different countries project cultures differently?

Question 4 [4]

Empathy allows a journalist to understand an incident from the point of view of those who have experienced it. Explain the statement with the help of an example.

Question 5 [4]

What are *video sharing sites*? State *any two* benefits of sharing videos online.

Question 6 [4]

  (i)   Differentiate between 'Call to Action' and 'Informercials', providing an example for each.

<div align="center">**OR**</div>

  (ii)   How are 'Dolly shots' and 'Crane shots' used to film moving subjects?

Question 7 [4]

  (i)   Smartphones have forced a change in the strategies that political parties have to use during campaigns. Explain.

Question 8 [4]

As radios are an *audio-only* medium, radio jockeys have to create imageries through storytelling. Explain.

SECTION C – 28 MARKS

Question 9 [7]

What is *social media convergence*? How has it impacted our participation in media on the internet?

Question 10

(i) Discuss the *genre theory* in cinema. [4]

(ii) Explain the *crime* genre of cinema, elaborating on why it holds the audience's attention. [3]

Question 11 [7]

(i) State and explain *any three* types of Netiquettes, providing an example for each.

OR

(ii) 'Fake news' and 'Paid news' have become increasingly popular with the rise of social media and competition among media houses.

Briefly discuss the two types of news referred to above citing *three* negative consequences of each.

Question 12

Read the passage given below and answer the questions that follow.

Gender stereotyping is everywhere and causes serious, long-lasting harm. From "boys will be boys" attitudes in school, to 'jobs for boys' and 'jobs for girls', these stereotypes are deeply embedded and last a lifetime.

We need to end the 'princessification' of girls and the 'toxification' of boys. The commercial sector too often uses gender stereotypes and segregates boys and girls to sell more products.

We need to make women and girls visible because the default male is still the prevailing assumption. Hence, it is important to routinely show and popularize women as leaders and scientists.

Majority of people recognize that there is a problem with such attitudes and want to change it. They want to see real change initiated by the government and commercial sector.

(Source (edited): www.fawcett.society.org.uk)

(i) Provide an example, other than the one given above, of a gender stereotype for girls. **[1]**

(ii) State *any two* ways by which stereotyping may be harmful to a child. **[2]**

(iii) 'Majority of people recognize that there is a problem and increasingly want something different.' Briefly explain *any four* ways by which this 'problem' may be countered. **[4]**
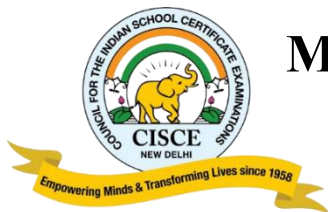
MASS MEDIA & COMMUNICATION

ANSWER KEY

SECTION A – 14 MARKS

Question 1

(i)	(b) or Dutch angle shot	**[1]**
(ii)	(d) or Advertorial	**[1]**
(iii)	(a) or John Grierson	**[1]**
(iv)	(c) or Assertion is true and Reason is false.	**[1]**
(v)	Representation	**[1]**
(vi)	Partisan reporting	**[1]**
(vii)	Speakers	**[1]**
(viii)	(a) False	**[1]**
	(b) True	**[1]**
	(c) True	**[1]**
	(d) False	**[1]**
(ix)	Online bullying / stalking / trolling / online frauds *(Any one)*	**[1]**
(x)	All broadcasting media / Television / Radio	**[1]**
(xi)	• A specially designed place for live broadcast or recording production. • A studio which includes audio equipment and sound transmission for radio programming. • A studio divided between on air and production for pre recording and editing content.	**[1]**

(Any one)

SECTION B – 28 MARKS

Question 2 [4]

Relationship between Communication and Culture

- Culture shapes Communication – Cultural norms, values and beliefs influence how people communicate, including their language, tone and gestures.

- Communication transmits Culture – Through storytelling, traditions and daily interactions, culture is passed down from generation to generation.

- Different cultures have different communication styles – Some cultures prefer direct communication (e.g., Western cultures), while others rely on indirect or high-context communication (e.g., Asian cultures).

- Language reflects culture – The words and expressions used in a language reflect the values and priorities of a culture.

- Nonverbal Communication varies across Cultures – Gestures, eye contact and body language have different meanings in different cultural contexts.

- Culture affects Listening and Interpretation – People from different cultures may interpret the same message differently based on their cultural backgrounds.

- Intercultural Communication requires Adaptation – Effective communication between people from different cultures requires understanding and adjusting to cultural differences.

- Technology influences Cultural Communication – Digital communication has created new cultural norms and changed how people from different cultures interact.

- Miscommunication can occur due to Cultural differences – Without cultural awareness, misunderstandings and conflicts may arise.

- Globalisation blends Communication styles – As cultures interact more, communication styles evolve, creating hybrid ways of speaking and expressing ideas.

(Candidates are required to explain the relationship either through four separate points or in a paragraph.)

Question 3 [4]

(i) Positive influence of Representation on mass media

- Promotes Inclusivity and Diversity – Showcasing different cultures, identities and perspectives fosters a more receptive and inclusive society.
- Boosts Self-Esteem and Identity – Seeing people who look like you or share your experiences in media can enhance confidence and self-worth.
- Reduces Stereotypes and Prejudice – Accurate and diverse portrayals challenge negative stereotypes and promote understanding and tolerance among different groups.

- Inspires Social Change – Media representation can raise awareness about important issues and influence public opinion, leading to policy changes and activism.
- Encourages Empathy and Understanding – Exposure to diverse stories helps audiences relate to people from different backgrounds, fostering compassion.
- Expands Career Aspirations – Seeing diverse individuals in various roles (scientists, leaders, artists) inspires underrepresented groups to pursue different careers.
- Enhances Cultural Appreciation – Media introduces audiences to different traditions, languages and customs, encouraging cross-cultural appreciation.
- Creates Role Models for Marginalized Groups – Positive representation provides aspirational figures for people who may not see themselves reflected in everyday society.
- Strengthens Social Cohesion – When diverse stories are shared, it helps unite communities by highlighting common human experiences.
- Encourages Media Industry Growth and Innovation – Inclusive representation leads to richer storytelling, more creative perspectives and broader audience engagement.

(Candidates are required to write any four ways by which the representation has positively influenced mass media.)

OR

(ii) Culture refers to the shared beliefs, values, customs, behaviours, and artifacts that characterise a particular group of people or society. It influences how individuals think, communicate and interact with one another. Culture is passed down from generation to generation through language, traditions and social norms. It can be seen in various aspects of life, including religion, art, music, cuisine, dress and even social etiquette.

Culture is dynamic and evolves over time due to external influences such as globalisation, technological advancements and migration. It also varies significantly from one society to another, leading to unique cultural identities.

- Language and Communication Styles – Media in France may use formal language and emphasise intellectual discussions, while media in the U.S. may favour informal, direct and entertainment-driven content.
- Storytelling Techniques – Indian films often incorporate elaborate musical sequences and dramatic storytelling, while Japanese films may focus on minimalism, symbolism and nature.
- Cultural Norms and Values – In South Korea, K-dramas often highlight themes of family honour and respect for elders, whereas American TV shows may emphasise individualism and personal success.
- Fashion and Aesthetics – Media in Italy may showcase high fashion and luxury as a cultural identity, whereas media in Brazil might emphasise vibrant, colourful clothing reflecting its lively festivals.

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- Religious and Moral Influences – Middle Eastern media may incorporate religious values and conservative portrayals, while Scandinavian media may promote secularism and social equality.
- Media Censorship and Freedom – Chinese media is heavily regulated by the government, influencing the portrayal of political and social topics, while media in Canada enjoys more press freedom and diverse representation.
- Sense of Humour and Entertainment – British comedy often relies on sarcasm and dry wit, while Nigerian comedies lean towards exaggerated expressions and slapstick humour.
- Gender Roles and Representation – Some cultures may still portray traditional gender roles in media, while others promote progressive and diverse representations.
- News Coverage Priorities – Western media may prioritise global politics and business, while media in Africa might focus more on local community stories and social development.
- Advertising and Consumerism – American media often emphasises consumer culture with aggressive advertising, while Japanese media may focus on craftsmanship and long-term product value.

(Candidates are required to elaborate on the term culture and then compare projection of culture in media in two different countries.)

Question 4

[4]

Empathy in journalism means understanding and sharing the feelings of those affected by a news event. A journalist with empathy does not just report facts but also considers the emotions, struggles and perspectives of the people involved. This helps create fair, sensitive and impactful stories that go beyond mere statistics and headlines.

Example

Imagine a journalist covering a natural disaster, such as an earthquake in a small town. A purely factual report might state:

"An earthquake of 6.5 magnitude struck the town, destroying 500 homes and leaving thousands homeless."

However, an empathetic journalist would go further by interviewing survivors, understanding their struggles and telling their stories. Their report might include:

"Maria, a mother of three, lost her home in the earthquake. Holding her youngest child in her arms, she describes the terrifying moment when the walls collapsed. 'We had just sat down for dinner when everything started shaking. I grabbed my children and ran outside. We lost everything, but at least we are alive.'"

By incorporating personal stories, the journalist helps readers connect emotionally with the affected people, encouraging awareness, support, and action.

(Candidates have to explain the statement with the help of an example.)

Question 5 [4]

Video-sharing sites are online platforms where users can upload, share and watch videos. These platforms enable individuals, businesses, and content creators to distribute videos globally. Popular examples include YouTube, TikTok, Vimeo, Facebook Watch, and Dailymotion.

Benefits of Video-sharing

- Global Reach – Videos can be viewed by people around the world, thereby expanding the audience beyond local limits.
- Engaging Content – Videos are more engaging and visually appealing compared to text-based content, making them effective for storytelling.
- Cost-Effective Marketing – Businesses can promote products and services without the high costs of traditional advertising.
- Easy Accessibility – Viewers can watch videos anytime and anywhere using smartphones, tablets or computers.
- Monetisation Opportunities – Creators can earn revenue through ads, sponsorships and memberships on platforms like YouTube.
- Improved Learning & Education – Educational videos make complex topics easier to understand and are widely used for online learning.
- Viral Potential – Videos can quickly go viral, helping individuals and brands gain popularity and influence.
- Stronger Audience Engagement – Features like comments, likes and shares allow creators to interact with their audience directly.
- SEO & Website Traffic Boost – Videos improve search engine rankings and drive more traffic to websites and social media pages.
- Preservation & Documentation – Videos serve as a record for events, tutorials, personal memories and historical moments.

(Candidates have to write the meaning of video sharing sights and then write any two of its benefits in complete sentences.)

Question 6 [4]

(i)　**1. Call to Action (CTA)**

- Definition: A Call to Action is a short, direct prompt that urges the audience to take an immediate action, such as "Buy Now," "Subscribe," "Vote Today," or "Click Here."
- Purpose: To provoke an instant response from the audience.
- Format: Usually a button, link, or short phrase used in advertisements, websites, or political campaigns.
- Example: In a political ad:
  "Vote for Change – Cast your vote on May 15th!"

2. Infomercials

- Definition: An Infomercial is a long-form advertisement that educates the viewer about a product, service, or cause, often in the style of a TV show or documentary.
- Purpose: To inform and persuade the audience over time, often using demonstrations, testimonials, or in-depth storytelling.
- Format: Typically a long video or broadcast, ranging from a few minutes to half an hour or more.
- Example: A 10-minute televised segment showing how a water purifier works, including customer reviews, comparisons, and a phone number to order.

(Candidates have to distinguish by providing relevant examples for each. The differences must be made on common basis.)

OR

(ii) **1. Dolly Shots**

Definition: A dolly shot involves mounting the camera on a wheeled cart (called a dolly) that moves along tracks or a smooth surface.

How It's Used:

- To follow a moving subject horizontally or forward/backward (e.g., walking, running, driving).
- Often used for tracking shots, where the camera moves alongside or behind the subject.
- Creates a smooth, grounded motion, drawing the viewer into the scene.

Example:

A character walking down a hallway while the camera moves backward smoothly in front of them, keeping them centered in frame.

2. Crane Shots

Definition: A crane shot uses a mechanical crane or jib arm to move the camera vertically, diagonally, or swooping over a large area.

How It's Used:

- To film a subject moving vertically (e.g., climbing stairs, rising from a crowd).
- To create dramatic reveals, bird's-eye views, or sweeping overhead shots of action.
- Often used to give a sense of scale or elevation.

Example:

A scene ends with the camera rising high above a crowd during a protest rally, capturing the full scope of the movement.

(Candidates are required to explain the use of the two kinds of shots in filming moving subjects.)

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Question 7 **[4]**

- Real-Time Feedback and Polling

  Parties use smartphone-based surveys and opinion polls to gauge public mood instantly, allowing them to fine-tune their messaging and promises.

- Influencer & Micro-Influencer Marketing

  Social media influencers, many of whom are followed mainly on smartphones, are now used to subtly promote political ideologies, especially among younger voters.

- Visual-Centric Campaigning

  Since smartphone users prefer visual content, parties invest in short videos, reels, infographics, and live broadcasts instead of long speeches or manifestos.

- Fact-Checking Pressure

  Smartphones make it easy for people to verify claims made by politicians, so parties have to be more careful with misinformation or face immediate backlash.

- Crowdsourcing Ideas and Donations

  Political parties now use mobile apps and platforms to collect suggestions, feedback, and small donations from supporters, encouraging participation.

- Geo-Targeted Messaging

  Using location data from smartphones, campaigns can send region-specific messages, promises, or event notifications, making outreach more precise.

- 24/7 Voter Access

  Campaigning no longer follows a fixed schedule—smartphones allow parties to connect with voters at any time of day, across time zones.

- Virtual Rallies and Online Town Halls

  Especially post-COVID, parties conduct online events optimized for mobile viewing, which has reduced the dependence on large physical gatherings.

- Opposition Surveillance

  Smartphones help parties monitor what opponents are saying and doing in real time, leading to quicker rebuttals or counter-campaigns.

- Grassroots Empowerment

  Individual party workers or supporters with smartphones can act as campaigners, spreading party messages within their communities without needing official roles.

  (Candidates have to explain the changes that smartphones have brought in the campaign strategies of political parties.)

Question 8 [4]

Since radio is an audio-only medium, listeners cannot see visuals like in television or films. This makes storytelling a crucial skill for radio jockeys (RJs) to create mental images and engage their audience.

- Descriptive Language – RJs use vivid words and expressive descriptions to paint pictures in the listener's mind. Example: Instead of saying "It's a nice morning," they might say, "The sun is peeking through the clouds, a gentle breeze is swaying the trees, and birds are singing their morning melodies."

- Voice Modulation & Tone – By changing their pitch, pace, and volume, RJs add emotions to their storytelling, making it more engaging.

- Sound Effects & Background Music – Using sounds like raindrops, traffic noise, or laughter enhances the storytelling experience and sets the mood.

- Engaging Conversations & Anecdotes – RJs share relatable personal stories, experiences, or real-life incidents to captivate their audience.

- Interactive Storytelling – Encouraging listeners to imagine scenarios, ask questions, or participate in contests makes the experience immersive.

- Use of Humor & Emotions – A mix of comedy, drama, or suspense keeps listeners emotionally invested in the content.

- Creating Characters & Situations – RJs often use different voices or create fictional characters to make their storytelling dynamic and entertaining.

Example (optional)

If an RJ is narrating a spooky story, they might lower their voice, add eerie background music, and describe a haunted house in detail to create suspense in the listener's mind.

Thus, storytelling transforms simple audio into a vivid mental experience, making radio engaging and impactful.

(Candidates have to explain how storytelling and imagery are used by radio jockeys to create an impact.)

SECTION C – 28 MARKS

Question 9 [7]

Social media convergence refers to the integration of multiple forms of communication, content, and digital technologies into a single, interconnected ecosystem. It allows users to access, create, and share content across various platforms seamlessly. This includes the blending of text, images, videos, live streaming, messaging, and interactive features into a unified media experience.

Impact on participation in media:

- Enhanced User Engagement – People can interact with media through likes, shares, comments, and live discussions, making participation more active.

- Multi-Platform Accessibility – Users can access the same content on different devices (smartphones, tablets, laptops) and platforms (Facebook, Instagram, Twitter, TikTok).
- Faster Information Sharing – News, trends, and events spread rapidly, allowing people to stay updated in real time.
- Rise of Citizen Journalism – Individuals can report news, share opinions, and create content, reducing reliance on traditional media.
- Increased Personalization – Algorithms curate content based on user interests, making media consumption more relevant and engaging.
- Interactive & Immersive Experiences – Features like live streaming, polls, and augmented reality (AR) enhance audience participation.
- Greater Digital Activism & Social Movements – Social media convergence has empowered movements like #MeToo and #BlackLivesMatter, allowing global participation.
- Cross-Platform Branding & Marketing – Businesses and influencers use multiple social media platforms to promote content and interact with audiences.
- Blurring Lines Between Content Creators & Consumers – Users are no longer just passive viewers but also content creators, shaping online conversations.
- Concerns Over Misinformation & Privacy – While social media convergence increases accessibility, it also raises concerns about fake news, data privacy, and online security.

Question 10

(i) Genre theory in cinema is the study of how films are categorised based on common themes, narrative structures, stylistic elements and audience expectations. It helps filmmakers, critics and audiences understand and classify movies into specific genres such as horror, comedy, action, drama, sci-fi and more. **[4]**

Key Aspects of Genre Theory

- Conventions & Codes – Each genre follows a set of conventions, such as jump scares in horror films or high-speed chases in action movies. These elements help define the genre.
- Audience Expectations – Viewers recognize genres and have expectations based on previous films. For example, a romantic comedy is expected to have humor and a love story.
- Hybrid Genres & Subgenres – Many films combine multiple genres, such as action-comedy (Deadpool) or sci-fi horror (Alien), creating hybrid genres and subgenres.
- Genre Evolution & Adaptation – Genres change over time based on cultural shifts, technology, and audience preferences. Example: Early horror films relied on monsters (Dracula, Frankenstein), while modern horror often explores psychological fears (Get Out, Hereditary).

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- Auteur vs. Genre – Some filmmakers (auteurs) challenge genre conventions to create unique films. Example: Quentin Tarantino blends crime, action, and dark humor to redefine genre expectations.
- Industry & Marketing – Studios use genre classifications to market films effectively. A thriller might be promoted with suspenseful trailers, while a family movie uses bright colors and uplifting music.
- Social & Cultural Reflection – Genres often reflect societal issues. Example: Dystopian sci-fi films (The Matrix, Black Mirror) explore concerns about technology and control.
- Structuralism & Genre Theory – Some theorists, like Claude Lévi-Strauss, argue that genres work through binary oppositions (e.g., good vs. evil in superhero films).
- Postmodernism & Genre Blending – Modern cinema often mixes genres and subverts expectations. Example: Shrek is an animated fantasy that satirizes fairy tale tropes.
- Impact on Filmmaking – Directors and writers use genre theory to craft films that either follow or break genre norms, influencing storytelling, cinematography and audience reception.

(Candidates have to explain genre theory. The key aspects of the theory may also be referred to.)

(ii) The crime genre in cinema focuses on stories involving criminals, law enforcement, justice, and the consequences of crime. It often explores themes like mystery, morality, corruption, justice, and revenge, making it one of the most engaging and enduring film genres. **[3]**

Key Elements of Crime Films

- Criminal Activities – The plot revolves around crimes such as murder, robbery, heists, drug trafficking, or organized crime.
- Law Enforcement vs. Criminals – The tension between criminals and police, detectives, or vigilantes drives the story.
- Moral Ambiguity – Many crime films blur the lines between good and evil, often portraying criminals as complex characters.
- Violence & Suspense – Intense action, chase sequences, and unexpected twists keep the audience engaged.
- Underworld & Gritty Settings – Dark alleys, urban landscapes, and mafia hideouts are common settings, enhancing the film's realism.
- Complex Characters – Protagonists can be detectives (Sherlock Holmes), antiheroes (Joker), or morally ambiguous figures (Breaking Bad).
- Suspense & Mystery – Unraveling crimes, solving puzzles, and unexpected plot twists keep viewers hooked.
- Psychological Depth – Crime films explore human nature, morality, and the psychology of criminals.
- Emotional Engagement – The audience empathizes with victims, law enforcement, or even antiheroes, creating deep emotional investment.

- Adrenaline-Packed Action – Chase scenes, shootouts, and intense confrontations add excitement.
- Moral Dilemmas – Viewers are drawn to stories that question justice, revenge, and ethical choices.
- Realism & Social Commentary – Crime films often reflect real-life issues like corruption, injustice, and criminal psychology.
- Strong Character Arcs – Complex protagonists, whether a detective or a criminal, make for compelling storytelling.
- Influence of True Crime – Many crime films are inspired by real events, making them even more intriguing (Zodiac, The Irishman).
- Cinematic Style – Dark lighting, moody music, and sharp cinematography enhance the atmosphere.
- Cultural Fascination with Crime – People are naturally curious about crime, making these films endlessly fascinating.

(Candidates have to elaborate on crime genre and explain the reasons for its popularity.)

Question 11 [7]

(i) Netiquette refers to the rules of polite and respectful behavior when communicating online. Following proper netiquette ensures positive and meaningful interactions in digital spaces.

Types of Netiquettes:

1. Respect Others' Privacy
- Explanation: Avoid sharing others' personal information, photos, or messages without their permission.
- Example: Before posting a group photo online, ask your friends if they are okay with it.

2. Use Proper Language & Tone
- Explanation: Communicate politely, avoiding offensive language, insults, or excessive use of capital letters (which can be interpreted as shouting).
- Example: Instead of typing "WHY HAVEN'T YOU REPLIED?!", say "Hey, just checking in. Let me know when you're free to chat!"

3. Think Before You Post
- Explanation: Consider the impact of your words and images before sharing them online, as they can be permanent.
- Example: Before posting a controversial opinion, ensure it's respectful and not misleading.

4. Avoid Spamming & Overposting
- Explanation: Do not flood social media, chat groups, or emails with excessive messages, links, or promotions.

- Example: Instead of sending multiple messages like "Hello?" "Are you there?", send one polite message and wait for a reply.

5. Use Proper Grammar & Spelling
  - Explanation: Well-structured messages make communication clearer and more professional.
  - Example: Instead of typing "u r gr8 lets mt 2mrw", write "You are great! Let's meet tomorrow."

6. Be Careful with Humor & Sarcasm
  - Explanation: Humor can be misunderstood in text, leading to confusion or offense. Use emojis or clarify intent when necessary.
  - Example: Instead of writing "Oh great, another Monday", which may be misinterpreted, write "Oh great, another Monday!"

7. Follow Copyright & Plagiarism Rules
  - Explanation: Give credit to authors, photographers, and content creators when using their work.
  - Example: When using an image from the internet, add "Photo by John Doe, Source: Unsplash" instead of posting it without credit.

8. Avoid Engaging in Online Arguments (Flaming & Trolling)
  - Explanation: Maintain respectful discussions, even when disagreeing. Avoid provoking or attacking others online.
  - Example: If someone criticizes your opinion on a forum, respond with "I respect your view, but I see it differently because..." instead of insulting them.

9. Be Cautious with Sensitive Topics
  - Explanation: Discuss sensitive topics (politics, religion, etc.) respectfully and be open to different perspectives.
  - Example: Instead of saying "Your opinion is wrong!", say "I understand your viewpoint, but I see it differently because..."

10. Use Appropriate Online Communication Channels
  - Explanation: Choose the right platform for your message—formal emails for work, chat apps for casual talks, and public forums for discussions.
  - Example: Instead of messaging a professor on WhatsApp at midnight, send a formal email during office hours.

(Candidates are required to explain any three netiquettes in complete sentences and provide an example for each.)

OR

(ii) With the rise of social media and increasing competition among media houses, the spread of fake news and paid news has become a major concern. Both phenomena distort facts, mislead the public, and harm democratic values.

1. Fake News
Fake news refers to false or misleading information presented as factual news, often spread intentionally to manipulate public opinion, create panic, or serve political and financial interests.

Three Negative Consequences of Fake News
 (a) Misinformation & Public Panic
   • False information can cause unnecessary panic, confusion, or harmful actions.
   • Example: Fake reports about a natural disaster or pandemic can lead to widespread fear and hoarding of resources.
 (b) Threat to Democracy & Elections
   • Fake news spreads political propaganda, influencing elections unfairly.
   • Example: Misleading social media campaigns can damage a candidate's reputation or promote false achievements.
 (c) Hate Speech & Social Unrest
   • False news about religious, ethnic, or political groups can incite violence.
   • Example: Rumors about a community committing crimes can lead to riots or attacks.

2. Paid News

Paid news refers to news content that is sponsored by political parties, corporations, or individuals to influence public opinion while disguising itself as independent journalism.

Three Negative Consequences of Paid News
 (a) Loss of Media Credibility
   • When news is influenced by money rather than facts, public trust in journalism declines.
   • Example: If a media house only publishes favorable stories about a company that funds them, audiences may no longer believe in its objectivity.
 (b) Manipulation of Public Opinion
   • Paid news misleads people into thinking they are consuming unbiased journalism when in reality, they are seeing advertisements.
   • Example: A politician paying for a "success story" in a newspaper can shape voters' opinions unfairly.
 (c) Unfair Competition & Corruption
   • Honest businesses, leaders, and activists struggle against those who can afford to buy favourable media coverage.

Example: A start-up with an innovative product may lose out to a big company that pays for positive media attention, regardless of quality.

(Candidates are required to briefly discuss the two types of news and write three negative consequences of each.)

Question 12

(i) 1. "Girls Should Be Gentle and Soft-Spoken"   **[1]**

- Example: A girl who is outspoken or assertive may be labeled as "bossy," while the same behavior in boys is seen as leadership.

2. "Girls Are Not Good at Math and Science"

- Example: A teacher assumes boys will perform better in STEM subjects and encourages them more, while girls are pushed towards arts and humanities.

3. "Girls Should Like Pink, Dolls, and Makeup"

- Example: A girl who prefers blue, action figures, or sports might be told she is acting "like a boy."

4. "Girls Are More Emotional and Sensitive"

- Example: A crying girl is comforted, while a crying boy is told to "man up."

5. "Girls Should Be Modest and Not Too Ambitious"

- Example: A girl aspiring to be a CEO or politician may face discouragement, while boys are praised for ambition.

6. "Girls Should Focus on Looks Rather Than Intelligence"

- Example: A girl's appearance is often commented on more than her achievements (e.g., "You look so pretty!" instead of "You did a great job on your project!").

7. "Girls Should Be Caregivers and Do Household Work"

- Example: A girl is expected to help in the kitchen while her brother is encouraged to play outside.

8. "Girls Should Not Be Too Sporty or Strong"

- Example: A girl excelling in weightlifting or boxing may be told it's "not feminine."

9. "Girls Should Prioritize Family Over Career"

- Example: A young girl is told she will be a "great mother" one day, but not encouraged to pursue leadership roles.

10. "Girls Should Not Play Video Games or Like Technology"

- Example: A girl interested in gaming or coding may be told, "That's for boys," making her feel unwelcome in tech fields.

(Any other relevant example to be accepted.)

(ii) Stereotyping in schools can negatively impact a child's self-esteem, academic **[2]** performance, social interactions, and personal growth. Here are ten ways it can be harmful:

1. Low Self-Esteem & Confidence
   - Children who are labeled based on stereotypes may doubt their abilities and feel inferior.
   - Example: A girl constantly told that "math is for boys" may lose confidence in her math skills.

2. Limited Career Aspirations
   - Stereotypes can discourage children from exploring careers that don't fit traditional gender or societal roles.
   - Example: A boy interested in nursing may avoid pursuing it due to the belief that it's a "female profession."

3. Academic Underperformance
   - When children internalize negative stereotypes, they may not try their best in certain subjects.
   - Example: A child labeled as "not smart" may stop participating in class or trying to improve.

4. Social Exclusion & Bullying
   - Children who don't fit stereotypes may face teasing, exclusion, or bullying from peers.
   - Example: A boy who enjoys ballet may be mocked for engaging in an activity seen as "for girls."

5. Increased Anxiety & Stress
   - Fear of not fitting in or meeting expectations can cause stress and anxiety in children.
   - Example: A shy child labeled as "too quiet" may feel pressure to act differently, leading to emotional distress.

6. Discouragement from Leadership Roles
   - Stereotypes about leadership abilities may prevent children from taking on responsibilities in school.
   - Example: A girl may hesitate to run for class president if she believes leadership is "for boys."

7. Hindered Creativity & Self-Expression
   - Children may avoid certain hobbies, activities, or career paths due to fear of judgment.
   - Example: A boy passionate about art may avoid drawing in class because it's seen as "less masculine."

8. Reinforcement of Gender Inequality

- Stereotypes can reinforce gender-based discrimination, leading to unequal treatment in the classroom.
- Example: Teachers may encourage boys to speak up in science class more than girls, reinforcing gender bias.

9. Difficulty in Making Friends

- Children who don't conform to stereotypes may struggle to connect with peers.
- Example: A girl who prefers sports over dolls might find it hard to fit into gender-divided playgroups.

10. Lack of Inclusivity & Diversity in Learning

- Schools that reinforce stereotypes may fail to promote diversity, making students feel left out or unheard.

Example: History lessons focusing only on male inventors can make girls feel less encouraged to pursue science.

(Candidates have to write any two ways in which stereotyping may adversely affect a child. Any other relevant way will be accepted.)

(iii)   Stereotyping can lead to bias, discrimination, and limiting beliefs in children. **[4]** Parents can actively work to counter stereotypes by promoting inclusivity, critical thinking, and diversity.

1. Encourage Open-Mindedness & Critical Thinking

- Teach children to question stereotypes they hear in media, school, or daily life.
- Example: If a child says, "Girls aren't good at sports," discuss examples of female athletes like Serena Williams or Simone Biles.

2. Promote Diverse Experiences & Role Models

- Expose children to books, movies, and real-life stories featuring people from different backgrounds, genders, and cultures.
- Example: Watching movies with strong female leads (Moana, Mulan) challenges gender stereotypes.

3. Avoid Gender-Based Toys & Activities Restrictions

- Let children choose their own toys and hobbies rather than enforcing traditional gender norms.
- Example: If a boy wants to play with a doll or a girl wants to play with a truck, support their choices.

4. Use Inclusive Language

- Avoid using phrases that reinforce stereotypes ("boys don't cry," "girls should be gentle").
- Example: Instead of saying "That's a boy's job," say "Anyone can do that job if they work hard."

5. Encourage Friendships Across Differences

- Help children build friendships with kids from diverse backgrounds, cultures, and abilities.
- Example: Encourage playdates with classmates of different ethnicities and abilities to foster inclusivity.

6. Discuss Media Representation & Bias

- Teach children to analyze TV shows, cartoons, and advertisements for stereotypes.
- Example: Ask, "Why do you think all superheroes in this show are men? Can women be superheroes too?"

7. Set an Example with Inclusive Behavior

- Children learn from their parents, so model respect, fairness, and open-mindedness in daily interactions.
- Example: Show appreciation for all professions, whether a male nurse or a female mechanic.

8. Challenge Stereotypical Expectations in Education & Careers

- Encourage children to explore all subjects and careers, regardless of gender norms.
- Example: Support a girl's interest in STEM (Science, Technology, Engineering, Math) or a boy's passion for dance and art.

9. Teach Empathy & Respect for Differences

- Help children understand different perspectives by encouraging kindness and acceptance.
- Example: Read books about children with disabilities, different cultural traditions, or diverse family structures.

10. Correct Stereotypes When You Hear Them

- If a child repeats a stereotype, gently correct them with facts and examples.

Example: If they say, "All boys like video games," respond with, "Many girls love video games too! Everyone has different interests."

(Candidates have to briefly explain any four ways in which stereotyping can be countered. They may give their own suggestions.)