

JOURNALISM

FIRST YEAR MARCH 2018

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Code: 135

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
1	-	(C) Daily Courier	1	1
2	-	Doordarshan.	1	1
3	-	(a) EduSat is India's first communication satellite dedicated exclusively for educational broadcast.	1	1
4	-	PTI, UNI, AP, AFP etc. Any one of the news agency.	1	1
5	-	Desk Top publishing.	1	1
6	-	(a) T. J. Daily.	1	1
7	-	Folio	1	1
8	-	Broadcasting Content Complaints Council or Organisation that examine complaints about television programmes received from viewers or any other sources.	1	1
9	-	Readers Advocate / Public editors / Reader's representative.	1	1
10	-	Accepting or rejecting the bulk of news stories reaching at the news room. Done by a senior sub-editor / Copy Taster.	2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
11	-	Who/ Says what/ in which channel? To whom/ with what effect.	2	2
12.	-	The Film Institute of India was Setup by the Govt of India in 1960, following the addition of the Television wing in 1947 the institute was redesigned as FTTI. - The Institute consists of two wings: Film and TV. courses offered - Film Direction, cinematography, Audiography, Film making, TV Direction, Audiography and TV Engineering.	2	2
13.		Invasion into the privacy of data copy or information without permission, no visible damage to the system. Any two valid points.	1x2	2
14.		Packing and distribution of copies to various places. - - mentioning sales promotion dept. functions.	2	2

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15.		Instant interaction / hyper textual language using hyper links, media convergence / content is stored in digital format - Any other two valid points.	1x2	2.
16.		Identify the news story as Hard news. Hard news is routine news story. They are timely contextual and wider impact while soft news is more human interesting.	1 1	2
17.		accuracy of content, attractiveness of appearance, practicality, main points in the lead, short, punchy,, match the tone of story, pick up the curiosity of the reader; creativity, and logic. Any three points.	1x3	3.

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18.		Oldest English daily, started in favour of colonial rule, published by Bennet Coleman and Co Ltd. Became a daily in 1850. Bombay Times was renamed as Times of India. Any relevant three points -	1x3.	3.
19.		Yes and explanation. Good questions can reward the reporter with unexpected answers or breaking news. Types of interview - news interview, personality interview, Symposium interview, Group interview etc - Any two -	1 1x2. Any 20	3.
20.		channel noise - Any disturbance occurs to the medium. Psychological noise - Interferes with the psyche of the participant Semantic noise - Any problem related to language - Contextual noise - situation itself at background. - Any three points.	1x3	3.

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21		Information and education, socialisation, entertainment, political awareness, cultural transmission. catalyst to development. Any three points.	1x3	3.
22.		Should be a good listener and good observer. news sense / timeliness / objectivity Narrative skills - He/she had to update technical knowledge. — Any three valid points	1x3	3
23		Intrapersonal - explanation - inter personal - explanation Group communication - explanation Public communication - explanation Any four -	1 1 1 1	4.
24.		He has edited Kerala Darpanam, The Malayatee, Kerala. He was a brilliant columnist and literary critic, Editor of Sindhu Shubhimanu, Author of a biography of Karl Marx in Malayalam; Authored a book		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
		On Journalism named Vrithantha pathra pravarthanam.	4.	4
25.	(a)	Bal Gangadhar Tilak began journalism with Kesari in Marathi and Maratta in English. Kesari dealt with political and economic development. - Any valid two points.	2.	
	(b)	Raja Ram Mohan Roy founded Sambad Kaumudi, Mirat-ul-Akbar, Brahminical magazine. Founder and Father of Indian Journalism. Any valid two points.	2.	4
26.		PIB is the nodal agency of Govt of India. Functions - Information, education, Feedback to the Govt, Accreditation and special services. Any two functions.	1 1	

6.

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
		PCI is a statutory quasi judicial authority. If a newspaper violated the ethics of journalism, PCI may warn - Receives complaints against harassment by or discrimination for journalist.	1 1	4.
27.		<u>Definition</u> of editorial. - Editorial is the voice of the newspaper. It states newspaper's opinion about contemporary topics. <u>characteristics</u> of editorial. Encourage critical thinking. / mould opinion and promote action. Inspire motivate excite, appeal, criticise or reject certain ideas or policies. Powerful freedom of expression. Language should be strong and rigorous. <u>Other content</u> - serious analytical article, middle, letters to the editor, cartoons, columns. etc. Am three -	1 2. 3.	6.

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
28		Primary Source - is the original source that gives the first hand information about an event. Secondary Sources - take information from the Primary Sources. Tertiary Sources - acquired information from different sources. press release - Document written by PR of an organization or person. Briefing - Meeting in which spokes person explains news to media persons. Syndicate - Group of writers supply media content.	1 1 1 1 1 1	6.
29.		Explanation of the concept 'Agenda Setting' Critical analysis of present day media with examples. P Presentation style.	1 2. 3 1	6.