

FIRST YEAR HIGHER SECONDARY EXAMINATION MARCH 2019

SUBJECT : JOURNALISM

CODE. NO: FY 47

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
Section. A (All Qns)				
1.		Sambad Kaumudi	1	6.
2.		Swadeshabhimani K. Ramakrishna Pillai	1	
3.		Pune.	1	
4.		Article 19(1).	1	
5.		New York.	1	
6.		Dummy.	1	
Section. B (Any five)				
7.	a.	Cyber terrorism.	1	2.
	b.	The use of computer resources to intimidate the govt / public for political or social objectives.	1	
8.		An authorised official / depts. political parties - makes reaction to sudden decisions / criticism.	1	

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	b.	Autherised speech - no cross checking.	1	2.
9.		Mass communication messages not delevered directly from source to receiver	1	
	-	messages are filtered by professionals.	1	
10.		Ability to understand - a) how mass media work. b) how they produce meaning c) how they are organised. d. how to use them. wisely.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2.
11.		Any valid objecties (2) may be given full score.	2.	
			2	
12.		U, U/A, A, S.		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
		<u>Section C.</u>		
13.		• Veteran Indian Journalist, columnist & diplomat. • Parliamentarian. • Columns & op-eds for over 80 newspapers – 14 languages. • Beyond the Lines.	1 1 1	3
14.		• Earning Revenue for newspapers by selling space. • Different types of ads – local, regional, classified, display etc. • Headed by advertising manager.	1 1 1	3
15.		• Wellknown personalities, places, thing & events. • Birth, marriage divorce, death.	1 1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
16.	•	Red-Fort, Kohinoor diamond etc.	1	3.
	•	Feed back - mechanism	1	
	•	Responses of the reader - content of the newspaper social issues, grievances	1	
	•	Rectifications & modifications based on the letters to the editor.	1	
17.		<u>Hard News</u>	$\frac{1}{2}$	3
	•	Objective	$\frac{1}{2}$	
	•	Straight & true inform.	$\frac{1}{2}$	
	•	Routine happenings	$\frac{1}{2}$	
	•	<u>Soft stories.</u>		
	•	Subjective	$\frac{1}{2}$	
	•	Interpretative & analytical	$\frac{1}{2}$	
	•	Human interest stories.	$\frac{1}{2}$	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
		Section D		
18.	• Friendly natural and known stage. • Content and performer familiar • spontaneous and interesting • Mixture of songs, dance music etc Any valid answer can be given score.	1 1 1 1	4	
19.	• 1904 - South Africa - Indian Opinion • 1919 - Young India, Navjivan. • 1932. Harijan. • To propagate his opinions freedom struggle untouchability, temple entry etc. Any other valid suggestions can be given score	1 1 1	4	

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20.		- Basel Mission in Thalassery - - Rajya Samacharam - 1st Malayalam newspaper - propagation of Religion. - Paschimodayam - educating the people - - Malayalam dictionary. - Father of Malayalam journalism	1	4
21.		Accuracy, Balance, fairness, Brevity, clarity, etc. Any valid answer with explanation	4	4
22.		Flush left, right centered, stepped, hanging indentation etc. Any valid answer with explanation	4	4
23.		- Financial compensation for exclusives - Stories are bribed.	1	1

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
		• paid News. • News like an adt. - no Ad-tag • Journalist are paid for popularising/promoting • Destroys media credibility	1 1	4
		<u>Section E</u>		
24.		a) Information b) education c) socialisation d) entertainment e) Political awareness f) cultural transmission (g) catalyst to development. - Any other valid answer are acceptable.	6	6
25.		a) Crime Reporting b) Agricultural Reporting c) Developmental Reporting d) Scoop reporting etc. - Any valid answers are given full score.	2x3	6

Qn No	Sub Qns	Answer Key/Value Points	Score	Total
26.	a.	Intrapersonal communication b. Interpersonal communication. c. Group communication. d. Public communication. e. Mass communication. explanations with eg!	6	6