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ANSWER KEYSecond YEAR HIGHER SECONDARY EXAMINATION 2022

PART-III/III

SUBJECT: JOURNALISMCODE NO: SX547SY-47VERSION: R60 SCORES2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
<u>Art-I</u> <u>A</u>	1.	c) Radio Maska	1	1
	2.	Page Number / Publication logo / Date / Month / Section title / Web page (Any one correct answer can be given full score)	1	1
	3.	b) Tilting	1	1
	4.	Twitter	1	1
	5.	Desire	1	1
	6.	Digital radio mondiale	1	1
	7.	d) Oblique shot	1	1
	8.	Every individual image of a film	1	1
	9.	a) Logo	1	1
<u>B</u>	10.	b) Vidyasamgraham	1	1
	11.	Raja Harishchandra	1	1
	12.	Letters / Memos / e-mail / Technical reports / Technical proposals / Research papers / Dissertations / Theses / User Manual / Instruction Manual etc. (Any one correct answer can be given score)	1	1
	13.	c) Brochures	1	1

9
Score4
Score

(2)

	Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
Part - II					
A	14		- beacon in any magazine - story in a magazine whose subject matter appears on its front cover - facilitate a compulsive buying of a magazine etc. (Any two valid points can be given full score)	1x2	2
	15		Process of interpreting and translating dense and difficult information for easy comprehension of the potential users of such information. (Any suitable definition can be given full score)	2	2
	16		- invented the cinematographe - Films - Workers Leaving the Lumiere Factory / The Arrival of a Train at the Station in La Ciotat	1 1	2
	17	a) Advertisements of FMCGs b) Advertisements seek support to public causes like national integration, de-addiction, blood donation etc.	(Any suitable answer can be given full score)	1 1	2
					8 Score

(3)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
<u>B</u>				
18.		- sound is picked up from two directions	1	2
		- eg:- recording an interview	1	
19.		Any suitable definition can be given full score.	2	2
20.		- key creative person	1x2	2
		- responsible for the organisation and realisation of all the art work		
		- responsible for the magazine's visual appeal.		
		(Any two points can be given full score)		
Part - III				
<u>A</u>				
21.		- geographic specific and audience specific radio broadcast in FM mode	3	3
		- Serves populations in far-flung areas/coastal areas		
		- Participatory development communication initiative		
		- preserve local language and culture, traditions and social norms.		
22.		merged humour with life/wit and charm/combination of comedy and social tragedy/important platform for social criticism	3	3

6
Score

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
23.		Product proliferation/ Inefficient manufacturing/ Tendency to consume/Promotes stereotypes. (Proper explanation for any three of the above dysfunctions can be given full score)	1x3	3
24.		Internal - employees in an organisation eg:- In school principal, teachers, office staff, students. External - not directly connected with the organisation but interested in the well-being and well-functioning of the organisation. eg:- In school, parents, former students, former teachers, local community, local bodies of Governments etc. (Any suitable examples for Internal & External publics can be given score)	1 1/2 1 1/2	3
B				
25.		Web browser - tools use to access over the internet to obtain information. eg:- Microsoft Internet Explorer/ Safari/FireFox/Google Chrome (Any one)	1 1/2	

12
Score.

(5)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
26.		Search Engine - Software system designed to search information on the web. eg:- Google/Yahoo (Any one) (Any suitable examples can be given score)	1 1/2	3
		Language skills/Quick adaptation to different roles/Technical skills/Updating of knowledge/Teaching Skills/Interpersonal skills/Open to criticism/Professionalism (Identification and proper explanation of any three of the above skills can be given full score)	1x3	
27.	a)	Script Writer - creates ideas and translates them into words. - tailors concepts to suit production requirements	1 1/2	3
	b)	Makeup Artist - designs, prepares and applies makeup to the talent.	1 1/2	
Part IV				
A				
28		- To catch the reader's eye - To introduce a feature - To illuminate and amplify the content - To keep the reader on the hook - To express the magazine's character (Identification and proper explanation of any four of the above functions can be given full score)	1x4	4

6

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
29.		Radio presenters in FM. <u>Qualities</u> Pleasing voice and aptitude to speak sensibly / good command over spoken language / knowledge of local dialects / the ability to befriend the listeners / solid knowledge of technology etc. (Any three)	1 1x3	4
30.		Cover / Precautions / TOC / Introduction / Abbreviations / Technical Specifications / Warranty / Accessories — with proper explanations.	$\frac{1}{2} \times 8$	4
31.		Proper explanation for any four functions such as Counselling / Research / Media Relations / Publicity / Employee Relations / Community Relations / Government Affairs / Issues Management / Financial Relations / Industry Relations / Special Events / Marketing Communications	1x4	4
B				
32.		Delivery of advertisements to internet users via websites, e-mail etc.	1	4
a)		Wallpaper ads — changes the background of the page being viewed	1	
b)		Pop-up — A new window which opens in front of the current one, displaying an ad or an entire web page	1	
c)		Pop-under — window is loaded or sent behind the current window	1	

(7)

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
33.	a. J.C. Daniel - Vigathakumaran b. S. Nottani - Balan c. Adoor Gopalakrishnan - Swayamvaram d. G. Aravindan - Vastuhara	1x4	4	8 Score
Part V				
A				
34.	a) Long Shot, Medium Shot, Close-Up b) Proper explanation for the above three shots	$\frac{1}{2} \times 3$ $1\frac{1}{2} \times 3$	6	18 Score
35.	Explain any four differences between newspapers and magazines such as size and appearance/Content/Style/Design and Layout/Target Audience/Readability/Display ads/Visual Strength/Shelf life	$1\frac{1}{2} \times 4$	6	
36.	Proper explanation for the characteristics of online journalism - Immediacy/Hypertextuality/Interactivity/Multimediality/Archiving (Any four can be given full score)	$1\frac{1}{2} \times 4$	6	

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