

ANSWER KEY

(SCHEME FINALISATION)

FIRST YEAR HIGHER SECONDARY EXAMINATION SEPTEMBER 2021**PART III**

CODE: NO:247

JOURNALISM

VERSION: C

60 SCORES

2 HOURS

Qn.No.	Answer Key /Value Points	Score	Total Score
SECTION- A			
1.	(c) Communication	1	1
2.	(b) Kesari	1	1
3.	(c) Jnananikshepam	1	1
4.	(a) Doordarshan	1	1
5.	(b) Slander	1	1
6.	(d) PTI	1	1
7.	(a) Flag	1	1
8.	(c) Facebook	1	1
SECTION- B			
9.	WHO- Communicator SAYS WHAT-Message IN WHICH CHANNEL -Channel TO WHOM –Receiver WITH WHAT EFFECT-Effect	2	2
10.	Any two characteristics of traditional media - Natural ,known and friendly - Spontaneous, mostly stage performance - Simple and familiar content - Not boring, no technology - Flexibility or any other characteristic	2	2
11.	Any two valid points : - Information and education - Entertainment - Socialization - Cultural Transmission or any other function	1 1	2
12.	- The Calcutta General Advertiser or Bengal Gazette. - James Augustus Hickey	1 1	2

24.	Any proper explanation like the given below: - Ability to understand how mass media work, how they produce meanings, how they are organized and how to use them wisely	3	3
25.	- First modern real Indian journalist; Founder of Indian National Press as described by Nehru - Raja Ram Mohan Roy founded three journals Sambad Kaumudi, Mirut-ul-Akbar and Brahminical Magazine. - Champion of freedom of press - Father of language journalism Any three valid points	1 1 1	3
26.	- Publicity-information, education and communication. - Feed back to the government - Accreditation and special services	1 1 1	3
27.	- He/ she plays a middle man role between readers and newspaper - Handle complaints and attempts to find mutually satisfactory solutions. - Self-regulatory role which builds harmonious relationship between newspaper and its readers	1 1 1	3
28.	- Primary Source- eyewitness; original source who give first-hand information to reporters - Secondary Source- takes information from primary sources and provide reporters - Tertiary Sources- takes information from different sources and provide reporters	1 1 1	3
29.	- process of accepting or rejecting bulk of copies (news stories)at the news desk done by a senior sub editor - Selection of stories for editing and publishing is primarily based on news worthiness Any proper explanation	3	3
30.	- · Rama Krishna Pillai-became the editor of Swadeshabhimani in 1906 - Fought against corruption and nepotism at that time in the Travancore state with the power of pen - Authored a book on journalism <i>Vrithantha Pathra Pravarthanam</i>	1 1 1	3

SECTION -D			
31.	<p>Verbal Communication</p> <ul style="list-style-type: none"> - Communication through spoken or written words - Uses symbols or language - Governed by phonetic or grammar rules - More effective than non -verbal communication - E.g. Speaking, writing <p>Nonverbal Communication</p> <ul style="list-style-type: none"> - Communication through various modes like gestures, facial expressions body movements,postures,space and even silence - No spoken or written words or language - Culture specific - Less effective than verbal communication - E.g. Ok gesture, sign language for deaf and dumb <p>Any two valid points with examples</p>	<p>1 1</p> <p>1</p> <p>1</p>	4
32.	<p>Newspaper characteristics:</p> <ul style="list-style-type: none"> - Predominance of news oriented content - Regular periodicity - The literate's medium - Multiple users or any other feature <p>Short explanation for each point</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4
33.	<p>(a) Rajyasamacharam</p> <ul style="list-style-type: none"> - First newspaper in Malayalam - Published by Dr. Herman Gundert in 1847 from Thalasseri ; Frederic Muller was the editor - Printed on lithographic press; Religious content; free of cost <p>(b) Pachimodayam</p> <ul style="list-style-type: none"> - Second newspaper Published by Dr. Herman Gundert in 1847 - Content more than religious and aimed at general education for the common man - Considered as the first science magazine in Malayalam. <p>Any valid four points for each newspaper</p>	<p>$\frac{1}{2}$ x4</p> <p>$\frac{1}{2}$ x4</p>	4
34.	<p>Qualities of a good photojournalist</p> <ul style="list-style-type: none"> - Good listener/observer - News sense - Photographic expertise - Creativity etc. <p>With brief explanation</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4

35.	<p>Hard news</p> <ul style="list-style-type: none"> - Account of factual events - Timely, controversial and wide impact - E.g. Accident news, sports <p>Soft news</p> <ul style="list-style-type: none"> - Human interest; account of facts and fiction; more readership than hard news - E.g. stories with human touch <p>Any valid points with examples</p>	2 2	4
36.	<p>News values- distinguish news from-non news- criteria for determining an event newsworthy</p> <ul style="list-style-type: none"> - Timeliness, prominence, proximity, human interest or any three news values 	1 1x3	4
37.	<p>Ear panels-small boxes on either side nameplate often filled with Ads</p> <p>Folio- line of text giving the details of volume, issue, price, etc.</p> <p>Byline- name of the reporter published along with story</p> <p>Caption- Text under or above a photograph</p>	1 1 1 1	4
38.	<p>Style Book-establishes uniformity on matters of language-punctuation, use of names, capitalization, numerals and other details of expression. A reference guide to all matters of language and design. Reflects newspapers personality or individuality</p> <p>Any proper explanation</p>	4	4
39.	<p>(a) Calcutta Chronicle- James Silk Buckingham</p> <p>(b) The Statesman- Robert Knight</p> <p>(c) Amrita Bazar Patrika- Sisir Kumar Ghose</p> <p>(d) The National Herald- Jawaharlal Nehru</p>	1 1 1 1	4
SECTION- E			
40.	<p>Communication levels</p> <p>-Identification of any four levels of communication;intra,inter,group,public and mass communication</p> <p>- Proper explanation of each levels of communication with examples</p>	½ x4 4	6
41.	<p>Mahatma Gandhi as a journalist</p> <ul style="list-style-type: none"> - Explanation with reference to newspapers such as Indian Opinion, Harijan, Young India and Navjivan - Writing style and approach 	4 2	6

42.	Inverted pyramid- description with illustration - Explanation of each part such as lead, body and conclusion - Two advantages-quick grasp by readers without reading whole story and saves time; subeditor can easily save space and time	1 3 2	6
43.	Editing principles –Proper explanation of principles such as accuracy, balance and fairness, clarity, brevity, simplicity and readability	1x6	6

TEAM MEMBERS

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