

ANSWER KEY

First ^{Impvt} YEAR HIGHER SECONDARY EXAMINATION ^{Oct} ~~2021~~ 2022

PART-I/II/III

SUBJECT: JOURNALISMCODE NO: FY-B47VERSION: A60 SCORES2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1.		Excommunication	1	
2.		Acta Diurna, Tipao, Peking Gazette, Notizie Scritte — any one	1	
3.		Caption	1	
4.		(b) The story about a world famous actor who grew up in an orphanage	1	
5		(c) Theyyam	1	Maximum Score to be awarded 8 8x1=8
6		(a) News agencies does not publish news	1	
7		K. Ayyappan	1	
8		Swadeshabhimani Ramakrishna Pillai	1	
9		International Film Festival of Kerala	1	
10		(c) Indian opinion	1	

SECTION - A

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
11		Part-time Reporter or Correspondent His remuneration is based on the column length and the quality - of the story.	1 1	2
12		Sender, message, channel, Receiver Feedback, Noise, Context, effect - Any two points can be given two scores	1 1	2
13		→ Newspapers which were sold for one penny → Newspapers were cheap with tabloid style produced in US during mid 19th century → Eg: THE SUN Any two valid points can be given two scores	1 1	2
14		→ Predominance of news-oriented content → Regular periodicity → Future reference facility → Choice of the time of use → The literates medium Any two relevant points can be given two scores	1 1	2
15		(a) Deepika (b) Malayala manorama (c) Mathrubhumi (d) Deshabhimani	1/2 1/2 1/2 1/2	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
16		<p>→ To highlight the stories of the inside pages on the front page just below flag</p> <p>→ It spreads like a film strip and is supported by a visual</p>	1 1	2
17		Facilitate convergence of the various types of content like audio, video, text, image and data on a single device. This phenomenon is called media convergence.	2	2
18		Sambad Kaumudi, Mirat-ul-Akber Brahminical magazine etc any two names gives full score.	1 1	2
19		Photographs may contain irrelevant materials that are not needed. These unwanted portion should be removed. This is photo cropping	2	2
20		A designated official or a spokes person of a govt department or a political party explains to the press persons about the decisions taken by a committee He or she may explain a live issue briefly with the press	1 1	2
			Maximum score to be awarded 5x2 = 10	
21		<p>→ ABC is a voluntary organization of publishers, advertisement agencies and advertisers</p> <p>→ Agency developed audit procedures to verify the circulation data published by the member newspapers and periodicals</p>	1 1	

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SECTION - C

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
21		→ This bureau issues ABC certificates every six months to the publishers	1	3
22		(a) <u>Channel noise</u> Any disturbance that occurs to the medium (b) <u>Psychological noise</u> Any thing that interferes with the psyche of the participants of a communication process	1 1/2 1 1/2	3
23		(a) <u>Skyline</u> : Headline across the top of a page over the nameplate. It appears very rarely on news papers. displayed for very exceptional and exclusive events (b) <u>Overline</u> : Normally given over the main head line. It is used to introduce the main headline. It is also - called eyebrow or strap line.	1 1/2 1 1/2	3
24		→ To beautify the page or page make up → To present as proof of reality / authenticity → To show that the reporter was at the scene of the event → To attract the attention of readers Any three points can be given 3 scores	1 1 1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
25		<p>→ Tabloid refers to a type of newspaper that typically measures 11x17 inches</p> <p>→ focuses on splashy, lurid stories about celebrities and crimes</p> <p>→ short articles and attractive pictures and with contents focused on sports and scandals made tabloidism popular</p>	1 1 1	3
26		<p>→ The journalists are paid by the lobbyists for promoting or popularizing a person or an organization through a series of reports.</p> <p>→ The phenomenon of paid news goes beyond the corruption of individual journalists and media companies</p> <p>→ The news is much like an advertisement but without the ad tag.</p>	1 1 1	3
27		<p>(a) Beyond the lines - Kuldip nayas</p> <p>(b) Warrior of fourth estate - B. V. Varghese</p> <p>(c) Over a Cup - Pothan Joseph of fca</p> <p>(d) Who won, who lost - Suchetha Dalal who got away</p>	1 1 1 1	4

maximum score to be awarded (12)
4x3 =

Section - C

Section - D

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C

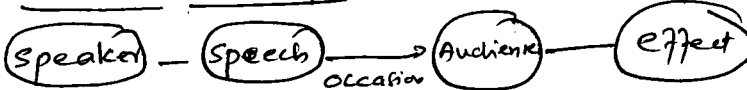
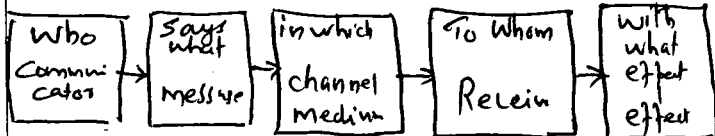
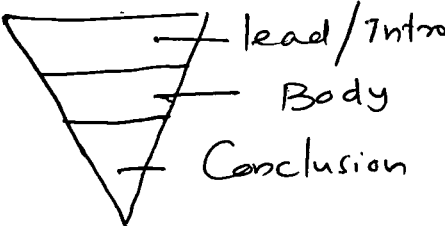
SECTION - D

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
28		<p>(a) <u>Cyber pornography</u></p> <p>Pedo philes use the internet to send photos of illegal child pornography to targeted children. Later they are sexually exploited for gains. Here the victims are women and children.</p> <p>(b) <u>Cyber stalking</u></p> <p>This crime involves use of internet to harass someone.</p> <p>If you send an email or social network posts to your friend or to an unknown person threatening him/her, it will come under the purview of cyber stalking</p>	<p>1 } 2 } 1 } 2 }</p>	4
29		<p>→ A headline is the summary of main points in the lead</p> <p>→ Write in present tense and with action verbs</p> <p>→ The language of the headline should be straight forward for a soft news or feature story</p> <p>→ The headline should pick up the curiosity of the reader</p> <p>Any 4 valid points can be given 4 scores</p>	<p>1 1 1 1</p>	4
30		<p>→ Performers and the audience are known to each other</p> <p>→ Contents are simple and familiar</p> <p>→ performer can make changes in the content according to the level of audience</p> <p>→ People never get tired of them</p> <p>Any 4 valid points can be given full score</p>	<p>1 1 1 1</p>	4

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
31		<p><u>M. Sivaram</u></p> <ul style="list-style-type: none"> → Celebrated world scoop of his own (Assassination of Gen. Aung San and Rientire Cabinet) revealed by Sivaram → Founded Institute of Journalism of TVM press club <p><u>P. Sainath</u></p> <ul style="list-style-type: none"> → Specializes in reporting social problems → Won Magsaysay award → well known photojournalist <p>Any valid points can be given full score</p>	<p>1 } 2</p> <p>1 } 2</p>	4
32		<p><u>Swadeshabhimani</u> <u>Ramakrishnapillai</u></p> <p>Born in 1878 neyyatinkara</p> <ul style="list-style-type: none"> → Started journalistic career during College days → He has edited Kerala darpanam, the Malayali, Keralan, Sarada → Became the editor of Swadeshabhimani → Brilliant Columnist and literary critic. <p>Any 4 valid points can be given 4 scores</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4
33		<p>Flag - Title of Newspaper</p> <p>Folio - line of text regarding volume, issue, price etc</p> <p>Imprint line - Name of the publisher, printer etc</p> <p>Dateline - Place of origin of the story</p> <p>Byline - Name of the reporter</p> <p>Creditline - Credit given to photographer</p> <p>Caption, Typefaces, white spaces colour etc ... with suitable explanations.</p> <p>Any six elements with explanations can be given 6 scores</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	6

Maximum scores to be awarded
3x4 = 12

SECTION-E

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
34		<u>Communication definition</u> It is the transmission of message or idea from sender to receiver	1	6
		<u>Aristotle concept</u>  Aristotle explains communication comprises five elements <u>Lasswell formula</u>  <u>Devitto's definition</u> The act by one or two more persons of sending and receiving messages, distorted by noise within a context, with some opportunity for feed back	2	
35		<u>Inverted pyramid style</u> Most important information at the top followed by other information in the descending order of importance  <u>Advantages</u> <ul style="list-style-type: none"> → Helps the reader to grasp details quickly → Sub Editor can easily trim the story → It saves the time of the reader <u>Disadvantages</u> <ul style="list-style-type: none"> → Surprise in lead immediately reveals everything → Reader is not motivated to read after intro → Spontaneous Creativity spoils if we accept this style 	1 2 1/2 1/2 1/2 1/2 1/2	6

SECTION-E

maximum scores to be awarded 2x6 = 12

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