

JOURNALISM

FIRST YEAR MARCH 2018

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Code: 135

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
1	-	(C) Daily Current	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 editor / 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 FTI. - 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

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total
15.		<p>Instant interaction / hyper textual language using hyper links, media convergence / content is stored in digital format - Any other two valid points.</p>	1x2	2.
16.		<p>Identify the news story as Hard news. Hard news is routine news story. They are timely, controversial and wider impact while soft news is more human interesting.</p>	1 1	2
17.		<p>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.</p>	1x3	3

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18.		<p>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.</p> <p>Any relevant three points.</p>	1x3.	3.
19.		<p>Yes and explanation.</p> <p>Good questions can reward the reporter with unexpected answers or breaking news.</p> <p>Types of interview - news interview, personality interview, Symposium interview, Group interview etc - Any two.</p>	1 1x2.	3.
20.		<p>channel noise - Any disturbance occurs to the medium.</p> <p>psychological noise - Interfer with the psyche of the participant</p> <p>Semantic noise - Any problem related to language -</p> <p>Contextual noise - situation itself as barrier</p> <p>- Any three points.</p>	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 Swadeshabhimani. 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 Vrihantya pathra pravartanam.	4	4
25.	(a)	Bal Gangadhar Tilak began journalism with Kesari in Marathi and Maratta in English. Kesari deal 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. <u>Functions</u> - 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
		<p>PCI is a statutory quasi judicial authority.</p> <p>If a newspaper violated the ethics of journalism, PCI may warn - Receives complaints against the editor or the journalist for journalist.</p>	<p>1</p> <p>1</p>	<p>4.</p>
<p>27.</p>		<p><u>Definition of editorial.</u> -</p> <p>Editorial is the voice of the newspaper. It states newspaper's opinion about contemporary topics.</p> <p><u>characteristics of editorial.</u></p> <p>Encourage critical thinking. / mould opinion and promote action. Inspire motivate excite, appeal, criticise or reject certain ideas or policies.</p> <p>Powerful freedom of expression.</p> <p>Language should be strong and rigorous.</p> <p><u>Other content</u> - serious analytical article, middle, letters to the editor, cartoons, columns. etc</p> <p>Am three -</p>	<p>1</p> <p>2.</p> <p>3.</p>	<p>6.</p>

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

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