

# ANSWER KEY

..... FIRST YEAR HIGHER SECONDARY EXAMINATION ..... MARCH ..... 2024

PART-III/III

SUBJECT: ..... JOURNALISM .....

CODE NO: FY 447.....

VERSION: B.....

..... 60 SCORES

..... 2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1.		(b) Press council of India	1	8
2.		(a) Editorial	1	
3.		(a) Thomas Alva Edison	1	
4.		(c) Rajyasamacharam	1	
5.		(d) Radio	1	
6.		(d) PTI	1	
7.		(a) Freelancer	1	
8.		(b) Libel	1	
9.		(b) Name of the reporter	1	
<u>SECTION-B</u>				
10.		- No visible damage to the system → invasion in to the privacy of - [Any two valid points can be given - full score] data	1 1	2
11		→ Should be a good listener → Update technical knowledge [Any 2 valid points can be given marks]	1 1	2
12		- Transmission of message or idea from sender to receiver  → The destination may also be an individual or a group [Any proper definition of Communications can be given full score]	1 1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score										
13		Facebook, whats up, Youtube, Instagram Linked in, Pinterest, Snapchat etc [Any two social networking sites can be given full score]	2	2										
14		ABC - Audit Bureau of Circulation DAMP - Directorate of Advertising and visual publicity	1 1	2										
15		Lead contains the essence of the story and summarizes most important paragraph of any news [Any two valid points can be given full score]	1 1	2										
16		First newspaper in India Founder - James Augustus Hickey [Any two valid points can be given full score]	1 1	2										
17		Theyyam, Thira, Chavittunadukam, Pulluvanpattu etc - [Any two folk art forms can be given full score]	1 1	2										
18		Sambad Karmudi Mirul-ul-Akbar Brahmanical Magazine	1 1 1	3										
19		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Who</td> <td style="padding: 5px;">Says what</td> <td style="padding: 5px;">In which channel</td> <td style="padding: 5px;">To whom</td> <td style="padding: 5px;">With what Effect</td> </tr> <tr> <td style="padding: 5px;">Communicator</td> <td style="padding: 5px;">Message</td> <td style="padding: 5px;">Medium</td> <td style="padding: 5px;">Receiver</td> <td style="padding: 5px;">Effect</td> </tr> </table>	Who	Says what	In which channel	To whom	With what Effect	Communicator	Message	Medium	Receiver	Effect	3	3
Who	Says what	In which channel	To whom	With what Effect										
Communicator	Message	Medium	Receiver	Effect										
20		Exclusive news story broken by a single Journalist Penny press was the term used to describe the revolutionary business tactic of producing newspapers which were sold for one penny	1 1/2 1 1/4	3										
21		Kesari - Kesari in Marathi language. Kesari became the largest circulated language paper in the country by 1882 Marathi - English counterpart of Kesari. It reflected the opinion of the educated public	1 1/4 1 1/4	3										

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
22		Programmes are available throughout the day Radio are enjoyed by people with illiterates Live coverage is possible [Any three Valid points can be given full score]	1 1 1	3
23		Summarise the story Catch the readers attention Help to organise the news on the printed page Facilitate reading and selection [Any four Valid points can be given full score]	1 1 1 1	4
24		<u>Public Communication</u> Speaker address a comparatively large audience eg: Public gathering organised by political parties <u>Mass Communication</u> Disseminating information, ideas and attitudes to a large audience eg: Television, Newspaper Radio [Any Valid Answer can be given full score]	1 1 1 1	4
25		match the following Sahodaran - K. Ayyappan Swadeshabhimani - K. Ramakrishna Pillan Rajyasamacharam - Dr. Herman Gundert Malayala Manorama - Kondathil Varghese Mappilai	1 1 1 1	4

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
26		<u>Beat</u> Geographical area, subject area or institution assigned to a reporter for collecting news regularly  <u>Syndicate</u> : It is a group of writers and artists which supplies articles, features, cartoons, photographs, columns writings to media organizations on demand	2  2	4
27		<u>Photo cropping</u> Elimination of unwanted portions of a photograph  <u>Photo sizing</u> Fitting of photographs to the space allocated to it in the dummy or actual page	2  2	4
28		<u>Principles of News editing</u> Accuracy - cross checking of everything in the story Balance and fairness - Balance can be achieved by keeping objectivity Brevity - It saves time and space and wins applause when consummated to perfection Clarity - Using simple language, choosing the right word for the right context and simple sentences Simplicity - long and complicated words should be replaced Readability - Apt words, expressions and grammar are very important for developing a good language	1  1  1  1  1	6

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
29		<p>Sender - Idea generating source and sender initiates communication process</p> <p>Message - They can be verbal and nonverbal.</p> <p>Channel - channel is the medium that carries the message from a sender to receiver</p> <p>Receiver - Actual recipient of messages in a communication process</p> <p>Feedback - It is the response to the senders message by the receiver</p> <p>Noise - Anything that distorts or interferes with the message and context effect [Identification &amp; explanation of any six elements can be given full score]</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>6</p>
30		<p>News - Any definition news can be given one mark            → 'News is something revealed'</p> <p>Proximity - Readers are interested in what happens closely to them</p> <p>Prominence - People are eager to read about news of well known personalities</p> <p>Timeliness - The reader wants his news to be new</p> <p>Conflict - It is human nature to be interested in stories that involve conflict.</p> <p>Disaster - Disasters consume more news space in Newspapers</p> <p>Impact, Human interest, Money, Novelty sex etc [Identification &amp; explanation of any five news values can be given full score]</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>6</p>

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