

**SECOND YEAR HIGHER SECONDARY EXAMINATION DECEMBER
2024**

JOURNALISM- SY 247

ANSWER KEY

1. *Madhyamam weekly/ Mathrubhumi weekly/ Frontline/Samakalika Malayalam*
2. Profile Feature/Personality feature
3. Magazine Editor
4. Radio Mango
5. *Kinjanavarthamanam/ KandathumKettathum/ Kalikalam/Vazhivilakku*
6. International Film Festival of Kerala
7. Joseph D Chaplin
8. Bengal Gazette
9. 1985
10. Folio can consist of several elements like page number publication logo, date, month, section title and web page. Of these Pages number is mandatory but others are optional
11. Designers design the publication under art director's supervision and instructions.
12. 'Radio Bridge' means connecting different stations throughout the country or even foreign countries. In this technique, an expert sitting at a Chennai studio can interact with the common man/expert in the Delhi studio.
13. BBC, AIR
14. Zoom in and zoom out. The images can be closer or further away from the subject without moving the camera
15. The sequence is a series of scenes having a common bond. It tells a major part of a story. It is similar to a chapter.
16. Mise-en-scène refers to what is put before the camera or everything that happens within the frame, including the frame itself. The elements that comprise mise-en-scène are: setting, props, costume, lighting, acting, cinematography, editing, sound, characters and narrative.
17. Logos are the symbolic image which depicts the identity of a company. A company or brand does not change its logo frequently.
18. **Key light:** The main light or key light is positioned in a cross frontal position Key light is the main light on a subject which reveals the shape and surface features of the subject. Key light produces distinct and harsh shadows.
Fill light: The side of the subject away from the light is known as fill side. The light that illuminates this area is known as fill light. It is placed on the opposite side of the camera from the key light.

Back light: The main source of light behind the subject directed towards the camera is called Back light. It is used to separate the subject from the background and to enhance the feeling of depth. The back light emphasizes the shape of the subject.

19. Charlie Chaplin is one of the prominent film personalities in the silent era. He merged humour with life. His films became popular due to their wit and charm. The main characteristics of his films are the combination of comedy and social tragedy. Some of his important films are The Tramp ,The Kid ,The Gold Rush
20. Corporate blogs are corporate communication tools to reach out to the public. They are basically for business purposes. They promote marketing, brand loyalty and public relations.
21. Proposals are suggestive communication in resolving a problem. They are written in a comprehensive manner. Proposals are of two types - business or sales proposals and research proposals. The business or sales proposals are sent to potential clients or customers of a firm. research proposals are prepared by academicians like professors or researchers
22. **Product proliferation:** The effect of advertising encourages proliferation of unnecessary products. The multiplication of identical products may result in the wastage of resources
Inefficient manufacturing: When a competitor slashes the price of a product, other producers are compelled to reduce prices. The cost cutting measures will lead to a compromise in quality.
Tendency to consume more: Advertising raises the tendency to consume more than what is desirable in developing nations.
Promotes stereotypes: Advertising promotes stereotypes by depicting certain groups or Individuals in stereotyped roles. Women are usually portrayed as housewives or mothers and thus apparently relegating them to a secondary role
23. Newspapers are bigger in size and can be folded. Above the middle fold in the front page is the most important. Photos/graphics with a more important story and with no visual elements in other stories.
Magazines are "book-type" and smaller in size. The pages are tied or stapled or glued. Cover story is the most important article
24. It is a geographic specific and audience specific radio broadcast in FM mode. Community Radio facilitates individuals, groups and communities to share their experiences. It is considered as a participatory development communication initiative. These radios preserve local language and culture, traditions and social norms.
25. **Storyboard** is a sequence of pictures created before the actual shoot to describe each scene. Storyboards are usually drawings in rectangles on thick paper indicating the details of a shot. The director shares his/her vision and decisions to the team members storyboards.

Dubbing is the process of re-recording to correct mistakes on the sound track. It is done at the studio by employing dubbing artists. The dub should synchronise with the original dialogue track. Non-sync dialogues have a disconcerting effect on the audience.

26. Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities.

Facebook

Facebook is perhaps the most popular among the social media networks. People can list the events and create a group of netizens sharing some common interests. People post their photos and choose friends with whom they wish to keep in touch with. They can exchange likes and dislikes.

Twitter/X

Twitter/X is a micro blogging site that allows a user to send a text message of 280 characters. Tweet is an expression of a moment or idea. It can contain text, photos and videos. Millions of tweets are shared in real time, every day.

You Tube

You Tube is a website that allows users to upload, view and share videos. A visitor can watch or download movies, video clips, TV clips, music videos and other contents such as video blogging, short original videos, educational videos and 3D videos.

Wikipedia

Wikipedia is a free-access, free-content internet encyclopaedia, supported and hosted by the non-profit Wikimedia Foundation. Anyone who can access the site can edit almost any of its articles.

27. Word economy refers to the use of least number of words to explain a concept. Word clutter and lengthy sentences make reading a tedious task. We can use a graphic presentation or a table in place a big paragraph. The picture elements always communicate faster and make the document more reader friendly and effective.
28. Online journalism is the art of writing and presentation of news and views on the World Wide Web. It is used as a collective term for news portals, online editions of newspapers, digital newspapers, e- magazines, internet radio and web television and also user generated content in blogs, social media

Immediacy

Online journalism is mostly real-time reporting. News websites update contents within minutes. Hence, breaking news is available to the audience as and when it occurs with a quick editing

Hypertextuality

Hypertext is text which contains links to other texts. It is not constrained to be text: it can include graphics, video and sound. By clicking on a link in a hypertext document, a user can jump to different contents

Interactivity

It is the active participation of sender and receiver in constructing a message. Online media users can interact immediately with the writer or producer by email or 'comment column' provided under the story

Multimediality

Multimedia refers to the existence of different media such as text, audio, video, graphics, interactivity etc. in a single system or convergence of the media. Here we can read the text, hear audio and watch video footage of news stories

Archiving

It is the capacity to store huge quantity of data for later viewing and research. We can easily view and download old issues of the digital newspapers.

29. Technical writing caters to different industrial and business communication purposes

Language skills

Language skill means the ability to convey ideas easily and concisely. A technical writer should convey ideas in short sentences. The language should be error free

Quick adaptation to different roles

Technical writers may have to take different roles. They sometimes become narrators, creative writers, corporate communicators, and teachers and so on. They should adapt themselves to the changing environments naturally.

Technical skills

The technical writer must know the jargons of the industry and how to translate it to a technologically illiterate end user.

Teaching skills

While writing something, the writer should have a clear idea about the subject matter. One must master the subject with the aim of teaching someone else.

Interpersonal skills

Technical writers will have to interact with professionals having diverse tastes and interests. So technical writers need to possess good interpersonal communication skills

Open to criticism

The technical writer must listen to the critics and make necessary changes. They should take lessons from others and correct mistakes to make things positive and constructive.

Professionalism

Good technical writers understand the industrial needs and show patience in solving problems and interact with colleagues smoothly.

30. Image

Image or illustration is the most eye catching element of an advertisement. All advertisements may not contain images. Many companies use images of their products or people using their products to grab consumer attention.

Headline

It often appears at the top of an advertisement or in the middle so that it can work as a link between the illustration and body text. Headlines arouse interest among the audience as it may comment on the visual element of the advertisement

Sub-headline

A sub-headline appears directly under the headline. The text is typically smaller and it gives more insight into the product. It further explains the subject matter

Body copy

Body copy is the main text of an advertisement. It may be a line or two or a single paragraph.

Logo

Logos are the symbolic image which depicts the identity of a company. A company or brand does not change its logo frequently.

Slogan

Slogan is a simple and catchy phrase accompanying a logo. It encapsulates the product's appeal or the mission of a firm. It makes the company name more memorable. It is also known as catchline, strap line or tag line.