

PLUS ONE JOURNALISM MODEL EXAMINATION 2025

ANSWER KEY

- 1) Pictographics
- 2) Mozilla Firefox
- 3) Over a Cup of Tea
- 4) Swadeshbhimani K Ramakrishna Pillai
- 5) Registrar of Newspapers for India
- 6) 19 (1) a
- 7) PTI
- 8) Skyline
- 9) Dada Sahib Phalke
- 10) Communication is the transmission of message or idea from sender to receiver.
- 11) U, UA, A and S
- 12) News photographer take pictures for news papers. Photo feature writers or essayists work for magazine section of the newspaper.
- 13) Editorial is the voice of the newspaper. A newspaper's opinion about contemporary topics. It reveals the policy and ideology of the newspaper
- 14) The practice of owning more than one type of media is called cross media ownership
- 15) Rajyasamacharam and Paschimodayam
- 16) channel Noise, Semantic Noise, Contextual Noise and Psychological Noise
- 17) Hacking is unauthorized attempts to or gains access to an information system. Cyber stalking is use of internet to harass someone.
- 18) Speaker-Speech-context-Audience-Effect
- 19) father of Indian language journalism- 3 publications- Sambad Kaumudi- Mirathul akbar- Brahmanical Magazine
- 20) Credit Line- name of the photographer usually below the photograph.
Byline- Name of the reporter
Imprint line - the name of the publisher, printer, owner and printing press with complete address, place of publication with complete address and the name of the editor.
- 21) the practice of placing journalists under the control of one side's military during an armed conflict- introduced by the U S Department of Defense during the Iraq War- The journalists are allowed to report from the attached military unit's perspective only
- 22) It is the place where the journalists – reporters, editors along with other staff - work to gather news and edit the contents-It handles news, photographs, features, cartoons, columns, editorials and letter to the editor
- 23)
 - The stage is natural, known and friendly.
 - The performers and the audience are known to each other
 - The contents are simple and familiar
 - people never get tired of
 - spontaneous and most often made on the spot
 - make changes in the content according to the level of the audience
 - combine several art forms like dance, music, songs and theatre to attract audiences.
- 24) 1 st news paper in india – 1780 January 29- Calcutta- James Augustus Hickey- Two sheet weekly- stories taken from English newspapers-letters from local and mofussil readers- items of gossip and scandal-Ceased publication in 1782
- 25) The traditional style of news writing is known as inverted pyramid- has three parts-
The lead or intro - the most important paragraph of any news story- contains the essence of the story and summarizes the key points.
The body -the part of the story that follows the lead. It explains the facts mentioned in the lead. It reveals important details of the story.

Conclusion - the last part - contains the least important facts relating to a story- it gives the background information.

- 26) • to attract the potential reader by creating a beautiful and dynamic visual pattern.
 - to signpost various items and signal their relative importance.
 - to establish a recognizable visual character.
 - to make the paper easy to read.
- 27) sahodaran – k Ayyappan
Kerala kaumudi- CV Kunjiraman
Mathrubhumi- KP Kesava Menon
Al Ameen- Muhammed Abdu Rahman Sahib
- 28) Accuracy- Balance and Fairness- Brevity- Clarity- Simplicity- Readability
- 29) Proximity – Impact- Prominence - Human Interest- Timeliness – Money- Conflict -
Novelty- Disaster – Sex-Crime
- 30) -originated from a source and received by many people in different places
 - Quick and simultaneous delivery of messages to the larger audiences
 - involves advanced technology, rules and regulations, codes and ethics, business interests and social responsibility.
 - authentic information sources
 - gate keeping
 - messages are perishable and exhaust immediately after use
 - immediate feedback is not possible