

FIRST YEAR HIGHER SECONDARY EXAMINATION, MARCH 2016.
(Finalised Scheme of Valuation)

Subject: Journalism

Code No: 335

Qn.No	Scoring Indicators	Split Score	Total Score
1	e) Inanamikshepam	1	1
2.	d) Feedback	1	1
3.	<ul style="list-style-type: none"> - Process of accepting or rejecting the bulk of news stories arriving at the newsroom of a newspaper office - done by the senior sub editor known as copy taster 	} 2	2
4.	<ul style="list-style-type: none"> - to develop a literate person who is able to read, analyze and evaluate communications in a variety of media - learns to use media wisely and effectively - engages in critical thinking while evaluating media messages 		

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	<p>- to know about the opportunities for higher studies and related to media</p> <p>(Any 3 valid suggestions)</p>	1x3	3
5.	a) CBFC	1	1
6.	b) Sahodaran	1	1
7.	<p>a) Theyyaro, Thira, Chowiltu Nadakano Mudiyettu, Oppana etc.</p> <p>(Any two)</p>	$\frac{1}{2} \times 2$	#
	<p>b) - Stage for performance is natural, known and friendly</p> <p>- performances are spontaneous and most often made on the spot.</p> <p>(Any two valid suggestions)</p>	1x2	3
8.	<p>Kesari - published in Marathi - dealt with the political and economic developments in the country and world.</p>	1	

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	<p>Maratha - published in English aimed at the educated section of the community - reflected the opinion of the educated public in Maharashtra.</p>	1	2
9	<p>- began with the introduction of internet - first computer network - ARPANET - introduction of world wide web - now offers real time interactive multimedia experiences - social networking opportunities</p>	3	3
10.	<p>Inverted Pyramid Intro / Lead ; Body / Text ; Conclusion / Tail (End)</p>	$\frac{1}{2}$ $\frac{1}{2}$	2
11	<p>Explaining any three trends related to Journalism such as Armchair Journalism, Penny press,</p>		

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	<p>Cross media ownership, popular press, partisan papers, citizen journalism, Advocacy journalism, Tabloid journalism, Investigative journalism, sting operation, Embedded journalism, Alternative journalism, paid news, cheque book journalism, Yellow journalism, Viral advertising, Advertorial, Bi-media, Broadleaf, narrowcasting and civic journalism</p>	2x3	6
12.	<ul style="list-style-type: none"> - checks various types of errors - rewrites the dull unorganised story to a readable one. - removes elements of bad taste - section, correction, rewriting, writing suitable headlines and captions, selection of suitable photographs. <p>(Any 3 valid suggestions)</p>	1x3	3

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13.	<ul style="list-style-type: none">- known as reader's advocate / public editor / reader representative- handles complaints that are received- attempts to find mutually satisfactory solution for all parties involved.	3	3
14.	<p>News value 'timeliness' is important</p> <ul style="list-style-type: none">- news is an accurate account of the event that creates interest among the people- unbiased account	2	2
15.	<ul style="list-style-type: none">- title verification- registration of newspapers- issue of revised or duplicate certificate- verification of circulation claims of newspapers and periodicals.	$\frac{1}{2} \times 4$	2

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16.	a) Young India - Mahatma Gandhi b) Amrita Bazar Patrika - Sisir Kumar Ghose c) Sambad Kaumudi - Raja Ram Mohan Roy d) Al Hilal - Maulana Abul Kalam Azad.	1x4	4
17.	<ul style="list-style-type: none"> - editor of 'Swadeshabhimani' - used his powerful pen to expose the true nature of palace politics and corruption and favouritism prevalent in the corridors of power. - another journalistic venture 'Atmaposhini'. - author of biography of Karl Marx in Malayalam. 	3	3
18.	<ul style="list-style-type: none"> - Contains editorial, serious analytical articles or a news feature (middle), letters to the editor and regular columns 	1½ x 4	6

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19.	<p>(Brief description on the characteristics of 4 elements)</p> <ul style="list-style-type: none"> - a designated official or a spokesperson of a government department or a political party explains to the press persons, about the decisions taken or reacts to criticisms from press. - planned. - Further discussions are not entertained. 	<p>1 1 $\frac{1}{2}$ $\frac{1}{2}$</p>	<p>2</p>
20.	<p>Non verbal - communication through various modes like gestures, facial expressions, body movements, space and postures to convey meaning. eg: facial expressions in Kathakali, people shake hands etc.</p> <p>Verbal - uses oral or written forms of language. - more effective - following language rules eg: speaking, writing etc. (Any suitable example)</p>	<p>2 2</p>	<p>4</p>

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21 a)	Name plate - title of the newspaper along with the logo.	1	3
b)	Ear panels - small boxes on the left and right sides of the name plate and are usually filled with small ads.	1	
c)	Folio - line of text giving the details of volume, issue, price, editions etc.	1	
22.	<ul style="list-style-type: none"> - First attempt to start a newspaper in Calcutta in 1776. - asked those interested to go to his residence and read the news. - served the twin functions - one of informing the British community the news from home and the other of ventilating grievances against the colonial administration 	2	2
23	Caption	1	1