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ANSWER KEY

Second YEAR HIGHER SECONDARY EXAMINATION _____ 2022

PART-I/II/III

SUBJECT: Journalism

CODE NO: S4547 SAY 747

VERSION: A

60 SCORES

2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		Part - I		
		A		
1.		David W. Griffith	1	9
2.		Bhashaposhini	1	
3		Informals	1	
4		User generated Content	1	
5		Usermanual	1	
6		Radio Muska	1	
7		Podcast	1	
8		1982	1	
9		Tilting	1	
		B		
10		Marconi	1	4
11		Pather Panchali	1	
12		Chirping of birds	1	
13		Uniform resource locator	1	
		Part - II		
		A		
14		The tramp, The kid, The gold Rush The circus, Modern Times, The Great Dictator, Any two films Can be given 2 marks	1 1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
15		longer life Highest quality paper Any valid points	1 1	2
16		- Pull out the most interesting parts of the story	2	
17		→ Dry matter of fact manner → short and direct	1 1	2
18		Every sound bite, wrap around and report from the scene included in a news script must be introduced by a line or phrase known as a lead-in	2	2
19		Letters are formal communication methods between individuals or small groups of officials memos - made for internal circulation	1 1	2
20		Swayansvaram, Elipathayam, Vidheyan, Mathilulcal, Anantharam, etc Any two films	1 1	2
21		Owned by private enterprises Survival based on advertisements gives importance to entertainment	1 1 1	3
22		Subject matter appears on its front cover Should contain solid documentation ample details	1½ 1½	3
23		Informs Educates Creates demand enhances competition Establishes brand identity promotes action Improves customer base	Any three functions 1 1 1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
24		The way we communicate and share information Facebook, Youtube, Twitter etc any two points	1 1+1	3
25		To design publication closely work with Art directors Any two valid points	1½ 1½	3
26		Dominant figure in Indian and world Cinema Pathos Panchali - debut film (1955) Any valid points can be given 3 marks	1½ 1½	3
27		NDTV, Republic, Timesnow, India today etc any three channels	1 1 1	3
28		<u>News bulletin</u> many stations today have several long bulletins interspersed with hourly or even half hourly news summaries. Usual to give the most important story first and the least important story last <u>News reel</u> Major current event news issues Broadcast once or twice a week Combination of relevant sound cuts on current affairs with brief introduction	2 2	4
29		- Elaborate account of a product - Describes the installation, operation and maintenance of a product - Size of a user manual depends upon complexity of the product → It has a cover, precautions, TOC etc	1 1 1 1	4

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
30		<p><u>Personal blog</u></p> <p>→ Ongoing diary or regular commentary by an individual</p> <p>→ people write about their life</p> <p><u>Corporate blog</u></p> <p>→ It is a Corporate Communication tool to reach out to the public</p> <p>→ Basically for business purposes</p>	1 1 1 1	2 2
31		<p>→ PR specialists are also referred to as Communication Specialists</p> <p>→ Their clients include their publics</p> <p>Any valid points</p>	2 2	4
32		<p>Match the following</p> <p>(a) Raja Harishchandra - Dada Saheb Phalke</p> <p>(b) Alam Ara - Ardeshir Irani</p> <p>(c) Ekdin Priddhidin - Mrinal sen</p> <p>(d) Nagarik - Ritwik Ghatak</p>	1 1 1 1	4
33		<p>Online advertising</p> <p>→ Also called online marketing</p> <p>→ Delivery of Ads to internet users</p> <p>Wall paper ads</p> <p>→ An Ad which changes the background of the page being viewed</p>	2 2	4
34		<p>Musical programmes</p> <p>Radio Drama</p> <p>Docudrama</p> <p>skit</p> <p>phone-in-programme</p> <p>Radio bridge</p> <p>Jingle</p> <p>Any 6 or non-news programmes in detail can be given 6 marks</p>	1 1 1 1 1 1	6

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
35		Size and appearance Content style Design and layout Target Audience Readability Display Ads Visual strength Shelf life Any six valid points	 	6
36		→ Television in India started 15th September 1959 → Early tv programmes consisted of an hour long educational fare broadcast twice a week → By the 1970's television centres were opened other parts of country → In 1976 television delinked from AIR → 1982 Colour transmission → 1983 Expansion of Doordarshan Any six points	 	6