

## ANSWER KEY

SECOND YEAR HIGHER SECONDARY EXAMINATION MARCH 2026

PART-I/II/III

SUBJECT: JOURNALISM.....

CODE NO: SY.247

VERSION: ...

G.O. SCORES

...2... HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1.		Vidya Samgraham	1	8 × 1 = 8
2.		A set of specific rules to be followed by magazine writers	1	
3.		Running head	1	
4.		Radio Mango	1	
5.		Actors	1	
6.		very large and close	1	
7.		The Jazz Singer	1	
8.		The Hindu	1	
9.		Anti - Smoking Campaign	1	
10		<ul style="list-style-type: none"> <li>- General magazine is published for wider audience to provide information in a general manner and the focus is on many different subjects</li> <li>- No background knowledge or expertise is assumed</li> <li>- Special interest publications are magazines directed at specific groups of readers with common interest</li> <li>- Specialised periodicals also serve most professionals, industries and organisations.</li> </ul> <p>Any other valid points too each points must be explained.</p>	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1</p>	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
11		<ul style="list-style-type: none"> <li>- The editorial Policy is a blueprint of a magazine that indicates the boundaries within which individual issues are built</li> <li>- The editorial policy sets the purpose of a magazine, determines its character and overall slant, defines the nature of the content, number of pages etc</li> </ul>	1	2
12		<ul style="list-style-type: none"> <li>- Pull quotes are very useful and serve as attractive design elements</li> <li>- pull quotes serve as a great tool to break up big blocks of the body copy and to give more interesting look to the article</li> </ul>	1	2
13		<p>Public Service Broadcasting is financed and controlled by the public and for the public.</p> <ul style="list-style-type: none"> <li>- AIR / BBC</li> </ul>	1	2
14		<ul style="list-style-type: none"> <li>- Sync Sound: It is audio recorded at the time of shooting</li> <li>- Non sync Sound: it is audio and video are recorded on different media using different recording instruments at different times and then brought together</li> </ul>	1	2
15		<ul style="list-style-type: none"> <li>- International Film Festival of Kerala</li> <li>- International Film Festival of India</li> </ul>	1	2
16		<ul style="list-style-type: none"> <li>- Balan</li> <li>- Director S. Nottani</li> </ul>	1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
17		<ul style="list-style-type: none"> <li>- web.2 refers to the news advanced form or level of world wide web.</li> <li>- It is the web that is open to ordinary users and UGC.</li> <li>- web.3 is an extension of web 2.</li> <li>- It is now the central platform of the new media communication</li> </ul>	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>	2
18		<ul style="list-style-type: none"> <li>- beacons in any magazine</li> <li>- it is a story in a magazine whose subject matter appears on its front cover</li> <li>- The cover page quite often carries stunning headlines</li> <li>- The cover story ought to be well-written and should contain solid documentation, ample details and illustrative examples.</li> </ul> <p>Any three valid points can be given full score</p>	<p>1</p> <p>1</p>	3
19		<p><b>Key light:</b> it is positioned in a cross frontal position that is slightly above and to one side of camera at a 45 degree angle to the camera subject axis.</p> <p><b>Fill light:</b> 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.</p> <p><b>Back light:</b> the main source of light behind the subject directed towards the camera is called back light.</p>	<p>1</p> <p>1</p> <p>1</p>	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
20		<ul style="list-style-type: none"> <li>- Users manuals assist or lead the end users to operate the product.</li> <li>- The product may be new to the users or and upgraded version of what they might have used already</li> <li>- The users manual is a small booklet or leaflet attached with the package of a product</li> </ul>	1 1 1	3
21		<ul style="list-style-type: none"> <li>- Product proliferation; The multiplication of identical products may result in the wastage of resources</li> <li>- Inefficient manufacturing: The cost cutting measures will lead to a compromise in quality.</li> <li>- Tendency to consume: Consumerism leads to a situation where people buy things even when they are of limited use to them.</li> <li>- Promotes stereo types:- Advertising promotes stereo types by depicting certain groups or individuals in stereotyped roles</li> </ul> <p>Any three valid points and proper explanation can be given full score</p>	1 1 1	3
22		<ul style="list-style-type: none"> <li>- House journals are publications from the PR department</li> <li>- It is just like the magazines in form and content but they are circulated internally and free of cost eg: Magic Carpet</li> </ul>	1 1	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
23		<ul style="list-style-type: none"> <li>- Amplitude modulation</li> <li>- A mode of broadcast casting radio waves by varying the amplitude of the carrier signal in response to the amplitude of the signal to be transmitted.</li> <li>- AM signals can be detected with simple equipment</li> <li>- uses a narrower band width</li> <li>- Frequency Modulation</li> <li>- Edwin Armstrong invented</li> <li>- overcoms noise interference</li> <li>- High sound quality</li> <li>- Three times better than AM</li> <li>- Any other valid points can be given full score</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4
24		<ul style="list-style-type: none"> <li>a) Pather Panchali</li> <li>b) Swayamvaran</li> <li>c) Kummatty</li> <li>d) Ankur</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	4
25		<ul style="list-style-type: none"> <li>- web browsers are the tools that people use to access over the internet to obtain information from www.</li> <li>- Microsoft Internet Explorer / Safari / Firefox / Google</li> <li>- Search engine is a software system designed to search information on the web.</li> <li>- Google / Yahoo</li> </ul>	<p>1</p> <p>1</p> <p>1</p>	4
26		<ul style="list-style-type: none"> <li>- Language skills</li> <li>- Quick adaptation to different roles</li> <li>- Technical skills</li> </ul>		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		<ul style="list-style-type: none"> <li>- Updating of knowledge</li> <li>- Teaching skills</li> <li>- Interpersonal skills</li> <li>- open to criticisms</li> <li>- professionalism</li> </ul> <p>Any three qualities with proper explanation can be given full score.</p>	<p>1</p> <p>1</p> <p>1</p>	<p>4</p>
27		<p>Internal public - They comprise the employees in an organisation</p> <p>External public: They are not directly connected with the organisation but they are really interested in the well-being and well-functioning</p> <p>Any suitable examples and proper explanation can be given full score.</p>	<p>1</p> <p>1</p>	<p>4</p>
28		<p>News programmes</p> <ul style="list-style-type: none"> <li>a) News bulletin</li> <li>b) Radio news reel</li> <li>c) Radio documentaries/features</li> <li>d) Current affairs programme</li> <li>e) Talks</li> <li>f) Discussions</li> </ul> <p>Six programmes and proper explanation can be given full score.</p>	<p>1</p> <p>1</p>	<p>6</p>

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
29		<p>Online Journalism is the art of writing and presentation of news and views on the world wide web</p> <p>characteristics:</p> <ol style="list-style-type: none"> <li>1- Immediacy</li> <li>2- Hypertextuality</li> <li>3- Interactivity</li> <li>4- Multimodality</li> <li>5- Archiving</li> </ol> <p>Definition and proper explanation of five characteristics can be given</p> <p>Full score</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	6
30		<p>Components of a display Advertisement</p> <ol style="list-style-type: none"> <li>1- Image</li> <li>2- Headline</li> <li>3- Subheadline</li> <li>4- Body copy</li> <li>5- Logo</li> <li>6- Slogan</li> </ol> <p>Full marks can be given if all six components are properly explained</p> <hr style="width: 30%; margin: 20px auto;"/>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	6