ANSWER KEY

F.I.R.S.T. YEAR HIGHER SECONDARY EXAMINATION MARCH 2026

PART-I/II/III

SUBJECT: .....JOURNALISM.....

CODE NO: .FY.147 VERSION:.. ....

.60. SCORES ...2.. HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
I				
	1.	Thyyam, Theyyam, Chavittunatakam, Pulluvan pattu, oppana, kolkali etc. (Any valid answer can be given score).	1	
	2.	Robert Knight.	1	
	3.	Mirut - Ul. Akbar.	1	
	4.	Rev. George Mathen.	1	
	5.	Directorate of Advertising and visual publicity. (DAVP)	1	
	6.	Slander.	1	
	7.	PTI (Press Trust of India. UNI (United News of India. Hindustan Samachar. Samachar Bharati (Any one).	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
	8.	It is the name of the reporter or writer published along with the story. It is usually placed between the headline and intro of the story.	1	8
	9.	It is the line of text giving the details of volume, issue, price, editions etc. It is placed under the flag of the newspaper.	1	
II	10	In 1930's, American political scientist Harold Dwight Laswell described the act of communication as the answer to these questions Who ? Say what ? In which Channel ? To whom With what Effect.	2	
	11	Behavioural expressions or cues that do not rely on words or words Symbols are called non-verbal Communication. Body language, facial expressions, gestures, postures, behaviour, tone and pitch of the voice, long and short pauses	2	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		Silence are some of the non-verbal modes.		
	12.	New media facilitate convergence of the various types of content like audio, video, text message, image and data on a single device. This phenomenon is called as media convergence'.	1	
	13.	(a) Kesari (b) Maratta.	2	
	14.	Kerala Sanchari was a periodical published from the Spectator press of Kozhikode in 1886. It was started by Poovadans Raman Vakkeel and edited by Vengayil Kunhiraman Nayanar. The sharp humour and critical attitude were the characteristics of this new periodical, marking the turning point in Malayalam journalism. It was Kerala Sanchari that started the era of social criticism in Malayalam journalism. Moorkoth Kumaran, C. Krishnan and CP Govindan Nair were associated with this periodicals.	2	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
	15	Phishing is the criminal fraudulent process of acquiring sensitive information such as username, password and credit card details by disguising as a trustworthy entity in an electronic communication.	2	
	16.	Funnel Interview is the most common type of interview in which the toughest questions which may provoke the interviewee are asked towards the end of the interview.	2	
	17.	A designated official or a spokes person of a government department or a political party explains to the press persons about the decisions taken by a committee / Convention or reacts to criticisms from the press. He or she may explain a live issue briefly with the press. Since it is an authorized speech, there is no need for cross checking.	2	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
III	18	The following are the characteristics of electronic media. 1) Radio is a medium for hearing but televisions and films are for both ears and eyes. 2) One needs to have some technical know how to use electronic media 3) The technology of these media is changing at a very fast pace due to frequent technological upgradations 4) The Programmes in radio and televisions are available throughout the day 5) Radio, TV, and films are enjoyed by people with audio-visual disabilities and the illiterates. 6) Satellite transmission makes electronic media programmes instantly available over a wide geographical area. 7) Programmes in radio and television are empherical in nature. 8) Live coverage is possible on radio and television (Any other Valid points can be given score)	3	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
	19.	(a) PIB - Press Information Bureau. (b) PCI - Press Council of India (c) RNI - Registrar of Newspaper for India.	3	
	20	A Reporter or writer who works independently without any organisation is a freelancer. In other words, one who writes on all kind of topics in several newspapers, magazines and periodicals without having a regular pay roll is known as Freelancer. They always keep in touch with newspapers. As a whole any body can become a freelancer, if he/she has the courage and determination.	3	
	21	Press club or press associations or press organizations invite a dignitary who visits a town or a person who has been appointed or selected to a public office or a person now in a news due to some controversies for an open chat with the press. Such a meeting is called meet-the-press.	3	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		There de the press. All arrangements meetings are done by the press club or press organizations.		
	22	(a) Summarise the story. (b) Catch the reader's attention (c) help to organise the news on a printed page.	3	
		(e) grade news (f) Sell news (g) form the elements of make up. (h) facilitate reading and Selection of stories.		
IV		Po - Kerala te - Journalist - Indepen Independence.	4	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		→ Associated with Mahatma Gandhi, Annie Besant, Sarojini Naidu and Motilal Nehru. - Political column 'Over a Cup of Tea' for 5 decades. → Biblical and Dickensian quotes. He also discovered and nurtured the Indian Cartoonist Shankar helping to make political cartoons. He started or developed 26 news papers. These included The Hindus- tan times, The Indian Express, and the Deccan Herald. He was the editor of 'Dawn'. Pothen Joseph advocated the need for the freedom of the editorial and demanded editors should encroach the editorial freedom. His motto was 'Courage, vigilance and fidelity'. He also served as the President of the International Federation of Working Journalists for many years. He was also awarded the Padma Bhushan.		

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	24.	Rajya Samacharam was published from Illickkunnu in Thalassery in June 1847. The man behind this venture was Dr. Herman Gundert., who has given immense contributions to the development of Malayalam language. It was printed from the lithopress which was established by the Basel Mission church at Nettur, Illickkunnu, near Thalassery. Frederick Muller edited the journal. The name of the editor was not printed in this journal. Its Contents included the experience of the different converts regarding the Christian faith and religious discources. The journal had 8 pages and was distributed free of cost. Altogether 42 issues were published. It ceased the publication in 1850.		
	25	Primary source. is the original source that + hand informa It has evident or may eye		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		not provide an accurate information. They are the most reliable sources of information in the case of an incident or event. (b) Secondary Sources. It takes information from the Primary sources. They do not have direct involvement in the incident. They are told about the event by an eye witness or the person involved. Therefore they have only second hand information of the news story.	2	
	26.	(a) Proximity (b) Prominence. (c) Timeliness (d) Conflict. (e) Disasters. (f) Impact / Consequences. (g) Human Interest. (h) Money. (i) Novelty. (j) Sex.	4	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		(Proper explanation should be taken into consideration for giving score)		
	27	Principles of layout.		
		(a) To attract the potential readers by creating a beautiful, dynamic visual pattern.	1	4
		(b) To signpost various items and signal their relative importance.	1	
		(c) To establish a recognizable visual character.	1	
		(d) To make the paper easy to read.	1	
V				
	28.	Different levels of Communication		
		(a) Intra personal Communication		
		(b) Interpersonal Communication		6
		(c) Group Communication		
		(d) Public Communication		
		(e) Mass Communication		

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
		(Proper explanation with examples should be taken into consideration for giving the score.		
	29.	Mahatma Gandhi came to India from South Africa in 1915.		
		He published Indian opinion.	6	
		Led the Freedom struggle.		
		- Young India.		
		-> Navjeevan.		
		-> Harijan		
	30.	Principles of News Editing.		
		(a) Accuracy.		
		(b) Balance and fairness		
		(c) Brevity.	6	
		(d) Clarity.		
		(e) Simplicity.		
		(f) Readability.		
		(Proper explanation as taken into consideration for giving the score.)		