Kerala Board

Answer Key

2024

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ANSWER KEY

FIRST YEAR HIGHER SECONDARY EXAMINATION MARCH 2024

PART-I/II/III

SUBJECT: JOURNALISM

CODE NO: FY447 VERSION: B

60 SCORES 2 HOURS

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
1.		(b) Press council of India	1	
2.		(a) Editorial	1	
3.		(a) Thomas Alva Edison	1	
4.		(c) Rajyasamacharam	1	
5.		(d) Radio	1	8
6.		(d) PTI	1	
7.		(a) Freelancer	1	
8.		(b) Libel	1	
9.		(b) Name of the reporter	1	
		SECTION-B		
10.		- No visible damage to the system → invasion in to the privacy of data [Any two Valid points can be given full score]	1 1	2
11		→ Should be a good listener → Update technical knowledge [Any 2 valid points can be given marks]	1 1	2
12		- Transmission of message or idea from sender to receiver → The destination may also be an individual or a group [Any proper definition of Communication can be given full score]	1 1	2

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
13		Facebook, whats up, Youtube, Instagram linked in, Pinterest, Snapchat etc [Any two Social networking sites can be given full score]	2	2
14		ABC - Audit Bureau of Circulation DAVP - Directorate of Advertising and visual publicity	1 1	2
15		Lead contains the essence of the story and summarizes most important paragraph of any news [Any two Valid points can be given full score]	1 1	2
16		First newspaper in India Founder - James Augustus Hickey [Any two Valid points can be given full score]	1 1	2
17.		Theyyam, Thira, Chavittunadakam, Pulluvanpattu etc - [Any two folk art forms can be given full score.]	1 1	2
18		Sambad Kaumudi Mirul-ul-Akbar Brahmanical Magazine	1 1 1	3
19		Who (Communicator) — Says what (Message) — In which Channel (Medium) — To whom (Reciever) — With what Effect (Effect)	3	3
20		Exclusive news story broken by a single Journalist Penny press was the term used to describe the revolutionary business tactic of producing newspapers which were sold for one penny	1½ 1½	3
21		Kesari - Kesari in Marathi language. Kesari became the largest Circulated language paper in the country by 1882 Maratta - English counterpart of Kesari. Reflected the Opinion of the educated Public	1½ 1½	3

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
22		Programmes are available throughout the day	1	
		Radio are enjoyed by people with illiterates	1	3
		Live coverage is possible	1	
		[Any three Valid points can be given full score]		
23		Summarise the story	1	
		Catch the readers attention	1	
		Help to organise the news on the printed page	1	4
		Facilitate reading and selection of stories	1	
		[Any four Valid points can be given full score]		
24		Public Communication		
		Speaker address a comparitively large audience	1	
		eg: Public galtering organised by political parties	1	
		Mass Communication		4
		Disseminating information, ideas and attitudes to a large audience	1	
		eg: Television, Newspaper Radio	1	
		[Any Valid answer can be given full score]		
25		Match the following		
		Sahodaran – K. Ayyappan	1	
		Swedeshabhimani – K. Ramakrishna Pillai	1	
		Rajyasamacharam – Dr. Herman Gundert	1	4
		Malayala Manorama – Kandathil Varghese Mappilai	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
26		Beat Geographical area, subject area or institution assigned to a reporter for collecting news regularly	2	
		Syndicate : It is a group of writers and artists which supplies articles, features, cartoons photographs, Columns writings to media organizations on demand	2	4
27		Photo cropping Elimination of unwanted portions of a photograph	2	
		Photo sizing Fitting of photographs to the space allocated to it in the dummy or actual page	2	4
28		Principles of News editing		
		Accuracy - cross checking of everything in the story	1	
		Balance and fairness - Balance can be achieved by keeping objectivity	1	
		Brevity - It saves time and space and wins applause when consummated to perfection	1	
		Clarity - Using simple language, Choosing the right word for the right context and simple sentences	1	6
		Simplicity - long and complicated words should be replaced	1	
		Readability - Apt words, expressions and grammer are very important for developing a good language	1	

Qn. No	Sub Qns	Answer Key/Value Points	Score	Total Score
29		Sender - Idea generating source and sender initiates communication process	1	
		Message - They can be verbal and nonverbal.	1	
		Channel - Channel is the medium that carries the message from a sender to receiver	1	
		Receiver - Actual receipient of messages in a communication process	1	6
		Feedback - It is the response to the senders message by the receiver	1	
		Noise - Anything that distorts or interferes with the message and context effect [Identification & explanation of any six elements can be given full score]	1	
30		News - Any definition news can be given one mark → 'News is something revealed'	1	
		Proximity - Readers are interested in what happens closely to them	1	
		Prominence - People are eager to read about news of well known personalities	1	6
		Timelyness - The reader wants his news to be new	1	
		Conflict - It is human nature to be interested in stories that involve conflict.	1	
		Disaster - Disasters consume more news space in Newspapers	1	
		Impact, Human interest, Money, Novelty sex etc [Identification & explanation of any five news values can be given full score]		

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