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ANSWER KEY- ~~2024~~

- Q.1 a) Explain the following in 2/3 sentences each. 10
- a. journalist who is not an employee but free to serve anyone he chooses...-- areas--- requirements---- earning range.
 - b. the Indian satellite exclusively for education- by ISRO--- for interactive and distant education
 - c. Press Trust of India-- the largest news agency in India.--a non-profit cooperative --employs over 400 journalists and 500 part-time correspondents located in most of the district headquarters in the country.- --provides news coverage and information of the region in both English and Hindi.
 - d. THE CINEMATOGRAPH ACT, 1952 37 of 1952 — Act to make provision for the certification of cinematograph films for exhibition and for regulating exhibitions by means of cinematographs.
 - e. Political inclinations of Print media and TV channels--- left /right parties ---owned by party leaders or their kinsmen ---- result

- b) Choose the right answer from the options 05
- 1) Which of the following is a type of media control?
a) Cost b) Medium c) Subscription d) Censorship
 - 2) 'Desh ki Sureeli Dhadkan ' is the description of
a) Gyanvani b) Vividh Bharati c) Doordarshan d) Akashwani
 - 3) Which of these is a constitutional right?
a) Travel abroad b) Protest on social media c) Ban on events d) Freedom of expression
 - 4) Which of these is not a media law?
a) Copyright Act b) The Press Council Act c) The Drug and Magic Remedies Act d) Hindu Marriage Act.
 - 5) Libel and slander are different forms of
a) Defamation b) Sedition c) Piracy d) Censorship

- c) State whether the following statements are true or false. 05
1. Sting operations by media are a legitimate form of state surveillance. False
 2. Cinema acts as a 'watchdog ' more than any other mass media. False
 3. KisanVani was a service by AIR for farmers . True
 4. EMRC ,Pune produces educational programmes for television. True
 5. The Kheda Project was launched on TV for educational purposes. True

- Q.2 a) Share ideas/ educational informal/come together/shows that promote values-- healthy competition/talent encouraged/discussion on sensitive topics/ awareness/ consumerism/passivity/ competitiveness- pressure. 20

OR

b)1) Can't distinguish between needs and wants. False values. Bandwagon effect. Financial burden/ emotional/psychological effects. Materialism. Social pressure. 10

2) Subjective answer – should describe the campaigns and its use/impact on social media. 10

Q.3 a) Aid... Enhances learning. Illustration – expensive and dangerous – demonstrations/experiments. In depth analysis from experts/ alternative perspectives/ real life examples. Documentaries/research books/articles. updated info/data----- 20

OR

b)i) subjective answer. Mostly print/social media/advertising 10

ii) Functions and traits of a journalist. Expose. Sting operations. Evidence. Research. Network. Credibility. Outcomes. Repercussions. Examples. 10

Q.4 a) Love/hate. Mutually dependant – explain how. Revenue- advertising/ license. Types of governments- media control. Media Laws. 20

OR

b)i) Briefly describe the role of the Press Council of India. 10

Council warns/admonishes/censures newspaper/news agency/journalist. Uphold journalistic standards/ethics/ Preserves the freedom of the press.

ii) The Cable Television Networks Regulation Act,1995- regulating/ pool of information and entertainment available to customers. Uniformity in operations/monitoring. 10

Q.5 a) jobs- news paper reporter, editor, translator, proof reader, compeer, news reader, etc. 20

OR

b) i) Describe the job profile of a radio jockey or TV anchor. 10

Engages/discusses/ takes listener requests/information/interviews

ii) Give a brief write up on the functions of a reporter and correspondent. 10

Collects and collates information. Networks. Follows up. Corroborates facts. Has a nose for newsworthy events and people. Works in sync with the priorities and agenda of the employer. Writes in journalistic prose/knows jargon/terminology.
