



ཤེས་རིག་ལྡན་ལག།
 མུ་ཉིག་ཐང་འབྲིང་རིམ་སློབ་ཤུགས་ལྷན་ཁག།



**MOTITHANG HIGHER SECONDARY SCHOOL
 THIMPHU THROMDE**

“Every child is **inspired** to learn and **empowered** with **wisdom** to excel in life”

Trial Exam: 2019

Media Studies

Class: XII

Date:

Writing Time: 3hour

choose Full marks: 80

Name: Class & Sec.Roll No.....

Invigilator's initial

Instruction: Answer all the following questions.

Question 1:

- a) A Dzong as an example ofwhich communicates all the information (1)
- b) In order to publish any comprehensive news, reporters and other news researchers have to gather reliable information about it from various sources. Identify six sources of information used for news reporting. (5)

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c) Do you think traditional Bhutanese media is still relevant in the 21st century? (4)

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Question 2:

a) When did Bhutan first start to disseminate news through the print media? (1)

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b) How would you fulfill the role of a citizen journalist to inform the nation about any recent incident in your locality? Explain any FIVE steps that you would make. (4)

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c) While social media has eased communication, it has also been argued that humans are enslaved by it. Explain at least four reasons to prove that there is human enslavement by social media. (5)

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Question 3

- a) In olden days an advent of natural calamities was communicated by..... (1)
- b) With the new trend of globalised media in Bhutan, cultural homogenization is creeping in. Suggest two measures to preserve our culture in the face of cultural homogenization.(3)

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c) Using the information given in the box, write a brief new story and align it to the three tier of inverted pyramid of journalism. (6)

A family of five die in a village, consuming poisonous mushroom for dinner

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c) Our rich folk songs have constituted an important form of media in the past. To keep up with this tradition, use the form of poem to pay tribute to the His Royal Highness the Gyalsey on the occasion of his 3rd Birth Anniversary. Your writing should convey people's message and prayer to the Prince on this auspicious day. The poem should have TWO stanzas of FIVE lines each. (6)

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Question 5

a) The art of sculpting also known asis a powerful media which reflects Bhutanese tradition.(1)

b) Show ONE example of how multimedia can shape attitudes and values of people. (3)

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c) Assuming yourself as media officer at Ministry of Information and Communication, frame THREE tips each to guide to use 'We Chat' for educative and entertainment purposes.(6)

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a) Todayserve as the administrative offices and convey the messages of our political and war history.(1)

b) New media helps in shaping citizens’ political knowledge and promoting participation. State THREE ways in which the New Media can be used to promote active citizenry in a democratic set-up. (3)

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c) Many are of the opinion that a journalist’s job is very easy. However, others think that it is very difficult job. Based on your knowledge, take a stand and justify with FOUR points.(6)

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Question 7

a) What is meant by community media? (1)

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b) Define e-commerce. List TWO examples of e-commerce popularly used by the Bhutanese people. (3)

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c) Discuss at least FIVE differences between Mainstream and Alternative media.(6)

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Question 8

- a) The full form of NHK is.....(1)
- b) You are the marketing head of Kewa Healthy Chips. The manufacturing unit is located in Chapcha. Design a print advertisement to promote the sale of given product. Your advertisement should include a picture and short catchy phrases. (3)

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