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སྒྲུབ་གྲྭ་ཐང་འཕྲོད་རིམ་སློབ་གྲྭ་གོང་མ།

MOTITHANG HIGHER SECONDARY SCHOOL
THIMPHU THROMDE

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

Trial Exam: 2020

Media Studies
Class: XII **Writing Time: 3hour**
Date: **choose Full marks: 80**

Name: …… Class & Sec. …… …..Roll No……

Invigilator's initial

Instruction: Answer all the following questions.

Question 1:

a) Alternative media has encouraged full participation and active citizenry. Citizens can actively participate in creating contents that would assure…….. (1)

b) **Advertising as the lifeblood of commercial media".** Explain it. (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) How can you create public awareness on the appropriate use of Media Technology? (5)

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Question 3

a) The concept of ‘ Americanization’ mainly involves promoting ……(1)

b) Besides negative superstitions, there are some positive beliefs too. Give at least THREE examples of such positive beliefs.(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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Question 4

a) Sacred mask dances disseminate messages of virtues. This is an example of using culture as ……(1)
b) Bhutan currently has national TV channels namely BBS 1 and BBS 2. Do you think the government should encourage establishment of more TV channels? Justify your stand with THREE reasons.(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 explanations. (6)

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Question 5

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

b) Media and migrant communities share a strong bond. Media have helped them in many ways. Mention how media can address the needs of migrant communities.(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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Question 6

a) Today ……..serve as the administrative offices and convey the messages of our political and war history.(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. (3)

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c) InBhutan, media content development is guided by the Chapter III Section (2.d) and Chapter VI Section 105 to 114 of the Bhutan InformationCommunication and Media Act, 2006 which states that media productions should be based on the various principles. With context to the statement, list down at least SIX principles which guides it's content development.(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) Dorji , a reporter with the Kuensel is governed by a set of moral principles while writing a news stories for the paper is known as …….(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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c) ‘Accuracy is a moral obligation that must be followed and should never be compromised by a journalist’. Justify the statement with THREE reasons.(6)