

Question 1

a) Choose the correct response and write it in the space provided.

[1x4]

1. A dzong as an example of traditional media communicates all the information given below **except** that
 - A it tells history of the medieval Bhutan.
 - B Bhutan was going to be a modern country.
 - C Bhutanese builders and artisans were highly skilled.
 - D the area in which it is built was a place of protection for the people.

Answer _____

2. When did Bhutan first start to disseminate news through the print media?
 - A 1957
 - B 1967
 - C 1977
 - D 1987

Answer _____

3. How is the ancient ritual of *Ja sur ma sur* a medium to communicate message?
 - A The lamas write messages of the dead and appease spirits.
 - B Stories of Buddha are narrated as oral transmission during the ritual.
 - C People go about telling others of the death in the family conducting the ritual.
 - D It is conducted when spirits are being appeased or when offering to dead is made.

Answer _____

4. *Memey Haley Haley* – a Bhutanese folk tale as a traditional medium provides information of all the following **except**
 - A ancient society.
 - B farming system.
 - C political system.
 - D social hierarchy.

Answer _____

- b) *The present time provides individuals with multiple modern means of communication through various media. However, in the past, people did not have such options and therefore, they relied heavily on what nature had in store.*

Bring out the ways in which people in ancient times used nature as media.

[2]

c) Interpret how paintings of *Tshering Namdruk* function as traditional Bhutanese media. [3]

d) Do you think traditional Bhutanese media is still relevant in the 21st century? [6]

Question 2

a) Match the following and write the correct response in the space provided.

[1x4]

Column A	Column B
1. Media Game	1. Online learning
2. Social Networking	2. Passive learning
3. Media Convergence	3. Traces of Hope
4. Open Educational Resource	4. Political scandal
	5. Keep in touch with other people
	6. Blending of various forms of media

Column A	Column B
1. Media Game	Ans:
2. Social Networking	Ans:
3. Media Convergence	Ans:
4. Open Educational Resource	Ans:

b) *People use social networking for various purposes that are proven to be very beneficial yet it is often misused.*

Prepare **three** guidelines for safe use of social networking in schools.

[3]

c) You are Ms. Namsel, a candidature to the upcoming *Thrompoen* election for *Gakithang Thromde* which is due in a month. Using any **one** social networking site, prepare a campaign speech of about 100 words appealing to the public to vote for you.

[8]

Question 3

a) *Direction: Read the sentences carefully and write whether it is True or False.* [1x2]

1. Sensationalism is one of the five principles of journalism. _____
2. A journalist shall refrain from reporting on anything that might undermine the sovereignty of the Kingdom. _____

b) You are a journalist working for the *Bhutan Daily*. You are covering a very important event which is taking place in Paro.
Write a lead paragraph for the news story by using all its components. [3]

c) *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.

d) *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. [8]

Question 4

a) *Fill in the blanks with correct answers:*

[1x2]

1. Marshall McLuhan was the first person to use the term 'global village' in the year

_____.

2. The full form of NHK is _____

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 the given product.

Your advertisement should include a picture and two short catchy phrases.

[4]

c) Taking a foreign content television programme which you have watched recently, examine any **five** possible impacts it might have on Bhutanese society and culture.

[7]

Question 5

a) Choose the correct response and write it in the space provided.

[1x3]

1. *The end of Cold War gave rise to the concept “North-South”, used by media to describe the relationship between the industrially developed and underdeveloped nations.*

Of the following mentioned, which falls under **South** of the North-South?

- A Africa
- B The US
- C The UK
- D Canada

2. Pop culture is

- I. greatly influenced by mass media.
- II. generally accepted cultural patterns.
- III. heavily embedded with traditional values.

- a. I & II
- b. I& III
- c. II & III
- d. I, II & III

Answer _____

3. Which of the following is **not** an example of cultural stereotyping?

- a. All Africans are black.
- b. All Koreans are beautiful.
- c. All Bhutanese are happy people.
- d. All Americans are famous people.

Answer _____

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]

c) With time media have undergone tremendous changes of which alternative media is one among many. Examine the differences between alternative media and mainstream media based on any **seven** domains.

[7]

Question 6

a) Digital editing is a very flexible method of editing video and audio files. It allows editing at any point in time, therefore, digital editing is also known as

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[1]

b) *With advancement in science and technology, film making and editing has become highly digitalized. However, things were done differently in the past.*

How did film editing take place traditionally?

[3]

c) Given below is an image of a woman and a little boy. Write down the steps for cropping the image so that only the boy remains in the final image.

[3]



d) Why do you think Movie Maker is considered a better software for editing movies than other video editing software? Write down any of its **six** advantageous points.

[6]

Question 7

a) *State whether the sentences are True or False.* [2]

1. The first country to introduce the Freedom of Information (FoI) was the United States of America.
_____ (1)
2. Right to Information (RTI) ensures accountability of the government and combats corruption.
_____ (1)

b) Right to Information (RTI) is currently a bill in Bhutan. If it were to become a law, how would you use it as a responsible citizen?

_____ [3]

c) Identify any **two** possible challenges of Right to Information and suggest a solution to solve them.

[3]

d) *The Right to Information is geared towards an empowered citizenry.* In the light of the statement, analyze any **seven** benefits which people could reap as a result of its implementation.

[7]

