

Directions: There are seven questions containing Objective Type, Short Answer and Extended Response Questions.

Answer all Questions.

[100 Marks]

Question 1

a) Fill in the blanks with the most appropriate answer.

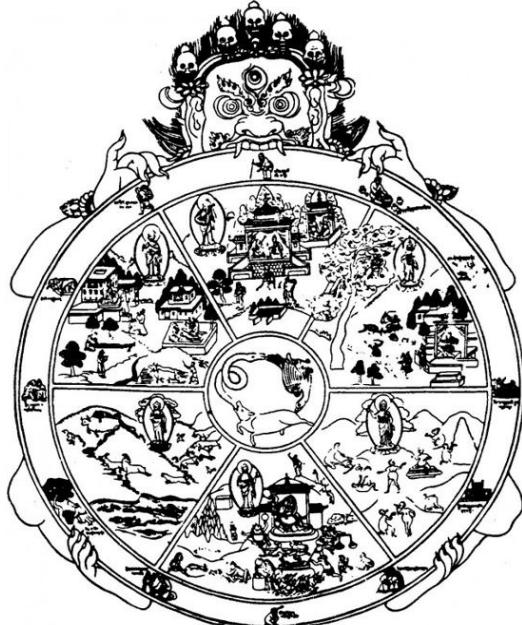
[1X3]

- i. Sacred mask dances disseminate messages of virtues. This is an example of using culture as _____.
- ii. The art of sculpting also known as _____ is a powerful media which reflects Bhutanese tradition.
- iii. Today _____ serve as the administrative offices and convey the messages of our political and war history.

b) Answer the following questions briefly:

- i. The traditional paintings and wall murals served as medium to store and communicate messages. What **TWO** messages can be drawn from the painting given below?

[2]



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ii. Do you think it is wise to rely on the ancient Bhutanese medium of communication in this digital era? Explain your view with **TWO** justifications.

2

c) The given excerpt of *Zhungdra 'Gelong Zhenpai Dawa'* has been translated into English to answer questions i-iv.

*Aiee gelong gelong, gelong!
I, the monk Zhenpai Dawa
In the fortress of Punakha dzong.
I reluctantly became a monk
and wore the attires of a
chamberlain because,
both my father and mother had
taxes to pay.*

i. Briefly explain the life style reflected in the above excerpt.

[2]

ii. Write down **THREE** values you can derive from the above excerpt.

[3]

ii. Figure out a point of view that has been omitted in the text.

[1]

iii. Why do you think the author composed this lyric? State any **TWO** reasons.

[2]

Question 2

a) For each question, there are four alternatives: A, B, C and D. Choose the correct alternative and circle it. Do not circle more than ONE alternative. If there are more than one choice circled, NO score will be awarded.

[1X2]

i. The three most important roles of Mass Media are to inform,

- A instruct and lure consumers.
- B advocate and express opinion.
- C educate and influence opinion.
- D educate and entertain consumers.

ii. Today, with the possibility of Open Educational Resource, textbooks have been replaced by all the following **except**

- A Class Wikis.
- B Video books.
- C Audio books.
- D Subject blogs.

b) Answer the following questions briefly:

i. 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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ii. The given picture demonstrates the status of media in two different times. Carefully study the images and figure out **THREE** ways in which you can change the current scenario to encourage news paper reading.

[3]



c) Use the given passage to answer questions i and ii.

The usage of 'We Chat' as a medium of communication has become popular in our society. Though it has made communication easier and faster, it is the root cause of multiple social problems.

i. List any **TWO** social problems caused by the misuse of 'We Chat'.

[1]

ii. Assuming yourself as a media officer at Ministry of Information and Communication, frame **THREE** tips each to guide the users to use ‘We Chat’ for educative and entertainment purposes.

[6]

Question 3

a) State whether the following sentences are True or False. [1x3]

- i. The pyramid of competency for journalist was developed by Roy Peter Clark in 1979.

ii. Journalism is all about news media.

iii. A journalist shall reveal the identity of a source if the law requires him/her to do so.

b) Answer the following questions briefly:

i. Journalists are guided by five standard principles in order to maintain the highest professional and ethical standards.

Briefly explain how any **THREE** of these principles would help you to become a responsible student? [3]

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ii. You are Tenzin, a Photo Journalist, who is concerned about the increasing number of youths involved in drug abuse cases.

Adhering to the *Journalists' Code of Conduct*, design a picture story with a relevant caption to report the concern.

[3]

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c) Use the passage below to answer questions i and ii.

The degree of research ethics maintained by journalists depends on the owner and the nature of commercialism media houses practice.

i. Do you think a journalist will be able to do justice to his/her profession in such situation? Substantiate your view with **TWO** reasons.

ii. In the light of the given statement, is it wise for Bhutan to encourage more private media firms? Support your answer with **THREE** reasons.

[3]

Question 4

a) Match the following terms in column A with an appropriate example each in column B and write the correct response in the space provided. [1X3]

| Column A | Column B |
|-----------------------|----------------------|
| 1. Acquisition | a. W3C |
| 2. Consortium | b. SONY BMG |
| 3. Global Print Media | c. Maker Studios |
| | d. The Economist |
| | e. BBC World Service |

| Column A | Column B |
|-----------------------|-----------------|
| 1. Acquisition | |
| 2. Consortium | |
| 3. Global Print Media | |

b) Answer the following question briefly:

“Advertising is the art of convincing people to spend money they don’t have for something they don’t need.” Will Rogers

i. Do you agree with the above statement? Support your stand with **TWO** reasons.

c) Use the passage below to answer the questions that follow:

e-commerce is gaining global popularity due to the growing number of online shoppers.

i. Using examples, analyze **FOUR** merits and demerits of using media as a platform to follow the global trend of online shopping in our society.

Question 5

a) State whether the following sentences are True or False.

[1x3]

- i. Mainstream Media is profit-oriented and celebrity centered.

ii. Cultural Homogenization leads to loss of indigenous ways of life.

iii. Media management refers to selecting media time, place and space to disseminate information in order to achieve marketing objectives.

b) Answer the following question briefly:

i. State any THREE features of globalized media.

[3]

c) Use the passage below to answer questions i.

Alternative Media is the most effective medium to address the unheard issues of the marginalized section of a society.

i. Justify the given statement with **SEVEN** benefits of Alternative media.

[7]

Question 6

a) For each question, there are four alternatives: A, B, C and D. Choose the correct alternative and circle it. Do not circle more than ONE alternative. If there are more than one choice circled, NO score will be awarded. [1X2]

i. Which ONE of the following is **not true** about cropping an image?

- A It doesn't create a new image.
- B The unwanted part of the image is discarded.
- C It doesn't reduce the resolution of the area cropped.
- D It gives better focus on a particular portion of the image.

ii. The original method of editing electronic video tapes was first used in

- A 18th Century.
- B 19th Century.
- C 20th Century.
- D 21st Century.

b) Answer the following questions briefly:

i. You are preparing a power-point presentation for your Media class. You want to insert the given image in one of the slides. However, the size of the image is too large. Write **FOUR** steps to resize the given image.



6 inches

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ii. Sketch an introductory scene in a storyboard for a movie titled *The Lost Ship*.

[2]

c) Answer the following question:

- i. As a School Health captain, you are asked to edit a video on the importance of hand washing for the Global Hand Washing Day.

Explain **SEVEN** steps you will focus on to make the video more meaningful.

[7]

Question 7

a) For each question, there are four alternatives: A, B, C and D. Choose the correct alternative and circle it. Do not circle more than ONE alternative. If there are more than one choice circled, NO score will be awarded. [1X4]

i. The “Right” in the RTI refers to

- A social right.
- B human right.
- C political right.
- D religious right.

ii. Article 7, Section 5 of the Bhutanese Constitution has provisions which allow

- A Freedom to access information.
- B Freedom to disseminate information.
- C Freedom of press, radio and television.
- D Freedom of speech, opinion and expression.

iii. Which one of the following is **not** a reason for the adoption of RTI law by many countries?

- A Military regime
- B Cultural diversity
- C Religious conflict
- D Political instability

iv. Right to Information Law advocates all the following **except** it

- A combats corruption.
- B modifies information.
- C increases transparency.
- D checks mismanagement.

b) Answer the following question briefly:

i. Why is *Right To Information* termed as the Sunshine Law? Bring out **TWO** reasons to interpret the given statement.

[4]

c) Answer the following question briefly:

i. The Bhutanese RTI law was drafted in 2007; however, it is still a bill. If RTI becomes a law in Bhutan, what immediate changes can you foresee in the society? Discuss any **SEVEN** changes.

[7]

