

Answer all Questions

There are seven questions consisting of Objective Type, Short Answer and Extended Response Questions.

[100 Marks]

Question 1

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 year did Bhutan have access to news through the internet?

A 1965
B 1967
C 1973
D 1999

ii. In olden days an advent of natural calamities was communicated by

A plenty of pests.
B bountiful harvest.
C arrival of summer.
D rooster's cock a doodle doo.

b) Using any one of the animals from the allegory of *Thunpa Punzhi*, identify **ONE** symbolic aspect of GNH. [1]

c) What kind of historical information does *thag zo* provide for the Bhutanese to learn? Write any **ONE** of them. [1]

d) Analyze the celebration of any national event to show how it qualifies as one of the media forms. [5]

e) 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]

Question 2

a) Show **ONE** example of how multimedia can shape attitudes and values of people. [2]

b) Using the excerpt from *Facebook page*, briefly explain **TWO** ways to be a safe user of media contents in the new media environment. [2]

Assam Strike

Student group in Assam announces forty eight hours of strike. Public transports will be affected. Private

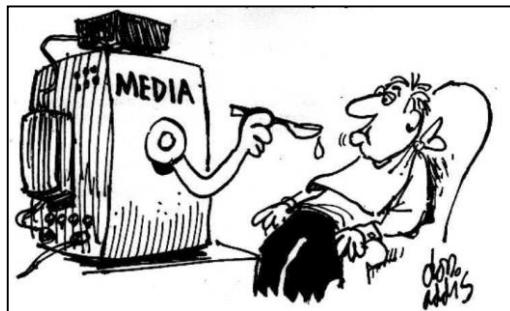
vehicles are also alerted to avoid travel till further update is released on our Facebook page.

c) 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 take. [5]

1. **What is the primary purpose of the proposed legislation?**

d) While social media has eased communication, it has also been argued that humans are enslaved by it. With reference to the figure given below, explain **THREE** scenarios that prove human enslavement by social media.

[6]



Question 3

a) Read the following sentences carefully and choose a key word from the table below that best matches them.

[1x3=3]

Ethics	Code	Case study
Plagiarism	Research	Journalism

- i. Kencho, a reporter with the *Kuensel* is governed by a set of moral principles while writing news stories for the paper. _____
- ii. Nimda studies the growing trend of vegetarianism in Bhutan and finds out that it is more due to fashion than religion. _____
- iii. A unique story of an old man living the life of a hermit covered in *The Bhutanese*, is duplicated by another journalist in the *Country Times*. _____

b) Define news. Briefly explain the **TWO** factors that determine news worthiness.

[3]

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

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

d) ‘Accuracy is a moral obligation that must be followed and should never be compromised by a journalist.’ Justify the statement with **THREE** reasons.

[3]

Question 4

a) List **TWO** examples of e-commerce popularly used by the Bhutanese people. [2]

b) How does ‘censored’ media content differ from ‘uncensored’ one? Explain using **TWO** points. [2]

c) What is meant by ‘community media’? [2]

d) Discuss **FOUR** merits and demerits each of state owned media in relation to the Bhutanese context.

[8]

Question 5

a) *State whether the following statements are true or false.* [1x3]

- i) Media acts as a mechanism for political and social mobilization. _____
- ii) In democracy, media plays a pivotal role in shaping the preferences and beliefs of the voters. _____
- iii) Political tolerance is openness to differences and acceptance of cultural or religious diversity. _____

b) What do you mean by ‘global citizenship’? [2]

c) With the new trend of globalized media in Bhutan, cultural homogenization is creeping in. Suggest **TWO** measures to preserve our culture in the face of cultural homogenization. [2]

d) A remote community in Laya is facing problems without a livestock expert. Should the people living in Laya invite a mainstream or an alternative medium to have their voices heard? Justify your answer with **FIVE** reasons. [5]

Question 6

a) Read the following passage carefully and fill in the blanks with the most appropriate answer. [3]

Karma has recorded his first musical video and intends to share through YouTube. In the interest of time, he is advised to edit it using an inbuilt movie editing software,

_____ available in his Windows machine. It can also import _____ and audio files into his musical video. One cannot deny that _____ editing is an important step before uploading video.

b) Analyze the significance of the steps for applying sound to a portion of a video clip. [5]

c) Video editing is an indispensable tool for the film industry. Which type of video editing would you recommend for the purpose? Explain with **THREE** reasons. [6]

Question 7

a) *State whether the sentences are true or false.* [3]

i. Right to Information is crucial in aristocratic society. _____

ii. The RTI Act in place would benefit the country's governance system. _____

iii. RTI is also known as Freedom of Expression. _____

b) Briefly explain how RTI in place will contribute to better journalism and good governance? [2]

c) Why do you think Right to Information is adopted in many countries of the world? Give **THREE** reasons to support your answer.

[3]

d) You were on medical leave for a week. Upon your return, you find your best friend has been suspended from the school. Taking advantage of RTI, what **FOUR** important information would you seek from school administration?

[4]

e) RTI can help fight corruption. Explain with an example how you would reduce corruption using RTI.

[3]
