

ANSWER ALL QUESTIONS

Question 1

a) Write TRUE or FALSE for the following statements.

[3]

i.	Ancient works of art communicate the history of the period in which it is based. _____	
ii.	In ancient times Bhutanese folklore was composed purely for entertainment. _____	
iii.	<p><i>‘The command of Dzongpoen Angdruk Nim To dismiss it, is as dear as gold To carry it out, is as heavy as the hills.’</i></p> <p>The above excerpt from the ballad of Pemi Tshewang Tashi is an embodiment of obedience and loyalty at its best. The ballad therefore serves as a medium of value education. _____</p>	

b) Answer the following questions.

- i. In contemporary Bhutan, *chhams* are powerhouse of values and play an educational role. As a media literate individual how can you use modern media form to promote this traditional practice? Explain **TWO** ways.

[2]

- ii. Culture is seen as an important medium of passing information from generation to generation. [2]

In light of the above statement, discuss **TWO** significances of preserving our cultural identity for educating our future generations.

- c) **Read the given superstitious beliefs to answer the questions that follow:**

- ‘If a cat crosses a road it’s a bad omen.’
- ‘At night, do not call a person’s name aloud, it will attract ghosts.’
- ‘One shouldn’t leave the book open when not in use, else the ghost will read it.’

- i. Using the deconstruction skill, deconstruct the given superstitious beliefs and list any **THREE** key questions for the above beliefs. [3]

- ii. How has such strong belief in superstitious beliefs adversely affected our people in the present time? Mention any **TWO**. [2]

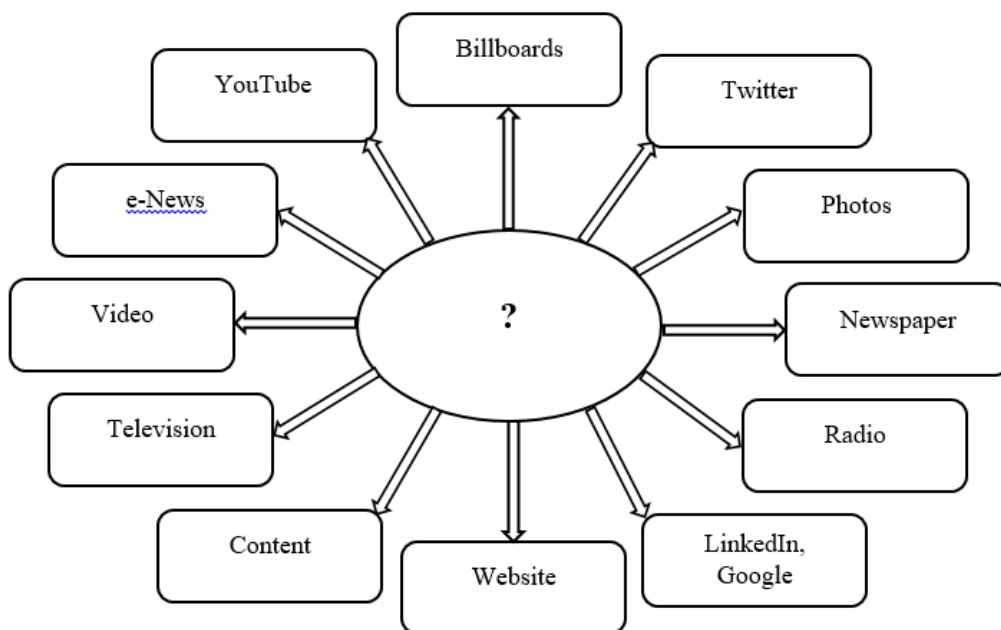
- iii. Besides negative superstitions, there are some positive beliefs too. Give at least **THREE** examples of such positive beliefs. [3]

Question 2

- a) Fill in the blanks by writing a suitable term. [3]

i.	With the growth of social networking sites, individuals have started reporting news. These individuals are known as _____ journalist.	
ii.	Technology has started reshaping education. It has enhanced instructive practices through integration of old and new forms. This phenomenon of learning is known as _____.	

iii. The given phenomenon is an example of media_____.



b) Answer the following questions.

i. Explain **TWO** roles of the new media in enhancing participatory democracy.

[2]

- ii. Assess the **THREE** positive impacts of free social networking for student learning in schools in Bhutan. [3]

iii. Tenzin received the following message:

[2]



With reference to the message content and as an educated media user, what advice would you give him? Mention any **TWO**.

iv. How can you create public awareness on the appropriate use of media technology? Suggest **FIVE** ways.

[5]

Question 3

- 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. [3]

- i. Which one of the following code of ethics of journalism best describes the statement given below?

“A journalist shall not publish anything that is defamatory of any person or organization.”

- A respect for national interest
- B respect for protection of sources
- C respect for professional integrity
- D respect for privacy and human dignity

- ii. A competent journalist should have all the given competencies **EXCEPT**

- A good knowledge of country’s laws and rules.
- B versatile in different genres of writings.
- C sensitive to cultural diversity.
- D fluency in all the languages.

- iii. Mr Gaden, a journalist with *Gawa Broadcasting Service* (GBS) was assigned to cover a corruption case. While collecting information, he was offered Nu 100,000 to censor certain information by the father of the accused. If Mr Gaden rejects the amount, he upholds the principle of

- A humanity.
- B impartiality.
- C accountability.
- D independence.

- b) Answer the following questions.

- i. It is claimed that the reporters are eyes and ears of media organization. Give **TWO** [2]
justifications for it.

- ii. Technology is an integral part of media production in this digital era. Give **THREE** reasons why media houses value application of technology in the production of media contents? [3]

Question 4

- a) Match the items of column A with an appropriate item in column B and write the correct response in the space provided. [3]

Column A	Column B
i. Commercial in nature and profit oriented	a. W3C
ii. Affordable and strong agent of social change	b. BBS Radio
iii. An open forum that engages mainly in education and outreach programme	c. Walt Disney
	d. Sherubtse F M

i.	
ii.	
iii.	

- b) Answer the following questions briefly.

- i. How has community radio contributed to bringing about positive changes in the society? Explain using **THREE** examples. [3]

- ii. You are the company secretary of *The Expression*, a leading printing firm in your Dzongkhag. Would you encourage the outsourcing of information collection in your media house? Give **FOUR** reasons for your answer. [4]

iii. 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]

Question 5

- 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. [3]
- i. The concept of ‘Americanization’ mainly involves promoting
- A indigenous practice.
 - B uniform practice.
 - C heterogeneity.
 - D multiculturalism.
- ii. Alternative media has encouraged full participation and active citizenry. Citizens can actively participate in creating contents that would assure
- A transparency and freedom of expression.
 - B coverage of a wide spectrum of topics.
 - C strong culture of elite journalism.
 - D creation of hierarchical society.
- iii. The youths of today tend to copy popular sports stars and actors. Boys wearing the haircut of the football icon Cristiano Ronaldo is the result of
- A cultural stereotyping.
 - B cultural diversity.
 - C popular culture.
 - D pluralism.

b) Answer the following questions briefly.

- i. Dema has recently immigrated to Australia. She joins a WhatsApp group to be a part of the Bhutanese migrant community. How will this networking benefit her? [2]
Give any **TWO** points.

- ii. Imagine you are a member of Dizen Community Radio. What would be some of your contributions to make it sustainable and engaging? Mention **FOUR** points. [4]

Question 6

a) Write TRUE or FALSE for the following statements.

[3]

i.	In nonlinear editing, it is impossible for the user to go back and re-edit an earlier part of the video. _____	
ii.	Roma is cropping a class group photo that required trimming out the shabby dustbin captured by an amateur photographer. The cropped image will be smaller in size. _____	
iii.	Images can be edited and high quality graphics created using an application called Photoshop. _____	

b) Answer the following questions briefly.

- i. Track change is one of the handy tools for working in a team. Mention any **THREE** advantages of using it.

[3]

- ii. Study the picture given below and answer the questions that follow:



Picture courtesy:
humandescent.com

- A. Name a digital editing tool used in such images.

[1]

- B. How would the learning of a four year old child be affected upon seeing the picture?
List **TWO** adverse effects.

[2]

- C. Why do you think inquiry and analytical skills are crucial in consuming the above media content? List **TWO** significances.

[2]

iii.

Which type of video editing would you recommend for editing the movies, Linear or Nonlinear? Justify your answer using **FOUR** reasons.

[4]

Question 7

a) Write TRUE or FALSE for the following statements. [3]

i.	The right to information is one of the tools to create a society free from corruption. _____	
ii.	Along with access to information, Right to information also spells out that sensitive information needs protection. _____	
iii.	The political party that pledged to enact RTI during its election campaign was Druk Phuensum Tshogpa. _____	

b) Answer the following questions briefly:

- i. Your school has a Student Support Fund managed by a committee of principal, teachers and student representative, for the benefit of students in times of sickness. The fund is generated with contribution of Nu. 1 from each student on a monthly basis. [4]

Tengyel Dorji, your class mate is unwell and not able to take the hostel food. Upon approaching the principal, you are told that there is no cash balance in the fund to support his meals.

How would you use the RTI principles to get information on the fund usage? Frame **FOUR** questions, asking the committee to help your friend.

Read the following case to answer questions ii and iii :

Scholarships For Students

While several of his classmates and their parents were fretting when they didn't receive their scholarships for the academic year 2011-2012, nine-year-old Manoj, a student at the government primary school in Vailpoor, Nizamabad district of Telangana, wrote an application.

In his application directed at the Labour Welfare Department, the class 4 student asked why the money had not reached the students, and by when they could expect their scholarships.

Manoj's RTI application secured scholarships for 10 students, who are the children of beedi workers.

Source: <https://m.huffingtonpost.in>

- ii. What advantages can you draw on RTI from the above context? Explain any [4]
FOUR.

- iii. Following the example of Manoj, think of a situation in your locality where you too can raise your voice. To whom would you write? Briefly explain **TWO** information you would like to seek. [4]

Write your answer against each heading as shown in the example below:

Issue	Relevant Agency	Information sought (List TWO)
Scholarship	Labour Welfare Department	1. Why the money had not reached the students? 2. By when they could expect their scholarships?