

ANSWER ALL QUESTIONS

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. [6]

i. The most remarkable difference between traditional media and new media is

- A speed.
- B space.
- C content.
- D audience.

ii. Teaching students online through Google classroom is an example of using

- A multimedia.
- B social media.
- C traditional media.
- D broadcast media.

iii. The picture best illustrates the growth of

- A online journalism.
- B citizen journalism.
- C watchdog journalism.
- D investigative journalism.



(Source:www.pinterest.com)

iv. Dawa is visually impaired but he can type his work using a computer software like any other sighted children in his class. He is happy that he doesn't have to depend on others for typing. Dawa's independence is a result of using

- A multimedia tools.
- B educational games.
- C assistive technologies.
- D open educational resources.



I



II



III



IV



V

v. Study the pictures carefully and identify the **THREE** best forms of media convergence.

A I IV V
B I II III
C II III IV
D III IV V

vi. Tsenda opened a Facebook account a few years ago where he would often post pictures of his school co-curricular activities. The comments received by the pictures helped his school improve on the implementation of other activities.

Recently he has also been sharing his group friends' personal stories on his Facebook page and even seen making impolite comments on his friends' pictures.

In the world of Social Media, Tsenda is _____ user.

A an irresponsible
B a responsible
C a competent
D an ignorant

b) **Answer the following questions.**

i. Quote **THREE** examples to explain the role played by Bhutanese media to educate, inform and entertain during the COVID-19 Pandemic to help people cope with the new situation. [3]

ii. Globally, media games are used as tools for raising awareness, promotion of global issues and for educational purposes. Should Bhutan also use media games for the same purposes? Explain your view with any **FOUR** appropriate reasons. [4]

iii. Do you agree that the advent of new media has eased the lives of Bhutanese? Justify your stand on the given statement with **THREE** suitable reasons.

[6]

iv. Name **THREE** forms of media and briefly explain how the transition of these media forms from traditional to new media has led to collaboration for success.

[6]

Question 2

a) **Read the case study below and fill in the blanks with the suitable principles of journalism. [5]**

Dechen works as a news reporter in Expression Broadcasting Service in Thimphu. She is assigned to cover a story about an organization where her father serves as the Managing Director (MD). She reveals her personal relationship with the MD to her editor as she abides by the principle of being i as a journalist. She carries out thorough research to get the ii information and tries to be iii by looking at the issue from all the angles despite her father being involved in the case.

Though the issue is with regard to the embezzlement by the senior officials, she maintains high sense of iv by being mindful of her words, writings or images on the lives of the family members of the people involved. As a journalist she always tries to uphold all the principles for she knows that she will be v for her mistakes as a reporter.

i.	
ii.	
iii.	
iv.	
v.	

b) **Answer the following questions.**

i. Why do journalists and editors follow the ‘inverted pyramid’ model of news writing? [3]
Briefly explain **THREE** reasons.

ii. Write **FOUR** ways in which you would make use of the Principles of Journalism in your daily life as a student. [4]

iii. Write a news story exhibiting any **TWO** principles and ethics each of journalism using the picture prompt given below. [6]



(Source: www.bbs.bt)

c) Read the case study given below and answer the following questions.

News and a Profit-Driven Turn to Advertising

Laura realized that her job as an editor had everything to do with meeting the bottom line. "The focus wasn't on the editorial content of the newspaper-the bottom line was all that mattered," said Laura.

During Laura's stint as an editor, independent newspapers, magazines and news outlets were slowly being absorbed by ever-growing media conglomerates. There seemed to be no end in sight to the disappearance of small media outlets.

Moreover, during this time the online industry had been booming-a change that cut sharply into the classified section of their newspaper, thereby depleting a major source of revenue. Once the classifieds section began facing a decline in revenue, the company turned to other forms of advertising as the source for profits.

"At Santa Clara I learned about the quality of research and the need for thorough reporting," said Laura. "But in my new position as editor, I was hearing much more from colleagues...comments about story ideas like, 'That doesn't make money,'" said Laura.

Despite her pleas to maintain the integrity of the newspaper, Laura was increasingly forced to do what advertisers wanted. Higher-ups at the paper tailored much of their content to reviewing certain products that were aligned with ad revenue.

At one point, Laura was even asked to attend a meeting with a major department store to discuss how its products were reviewed in the newspaper. "Money was tight and it was a \$2 million client," said Laura. She, essentially, had her hands tied.

The newspaper's big investors demanded a quick return on their investments-thereby changing the newspaper from an organization that demanded quality journalism to one that was relentlessly profit-driven.

Laura was forced to comply with these demands but grew increasingly dissatisfied. Ultimately, she left the newspaper to pursue freelance writing.

(Source:www.scu.edu)

i. Analyze any **TWO** ethical issues brought out in the case study.

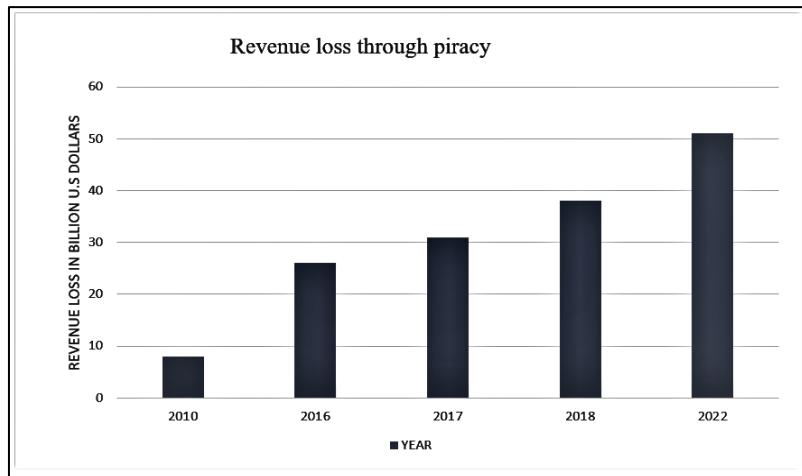
[3]

ii. Examine **TWO** conflicts portrayed in the case study.

[4]

Question 3

a) Examine the graph below and answer the questions that follow.



www.statista.com

The statistic presents data on the global online TV and movie revenue lost through piracy in 2010 to 2018, as well as a forecast until 2022. The source projected that the global online TV and movie industry would lose 51.6 billion U.S. dollars to piracy in 2022.

i. Relating the above global statistic to Bhutan, examine with an example any **TWO** consequences Bhutanese film industry is facing due to piracy. [3]

ii. The graph forecasts the rise of piracy by 2022. List a way that we all can adopt today to help the world decrease the rate of piracy in future. [1]

b) Read the following statements and fill in the blanks with the appropriate word given in the box. [5]

Rating	Advertisement	Consortium
Copyright	E-commerce	

i. A term that refers to the measurement of the success of broadcast media.

ii. It ensures the sustainability of the commercial media. _____

iii. A media concentration of two or more companies with rights and obligations for each member. _____

iv. The legal right of the owner of an intellectual property. _____

v. It is a platform for online business transaction. _____

c) Answer the following questions:

i. Explain any THREE advantages each of media pluralism and media concentration.

[6]

ii. Write down **FOUR** opportunities created by media trans-nationalization.

[4]

iii. Looking at the current significant roles played by media, rapid growth of media houses in Bhutan in the near future is inevitable. To ensure a fair competition amongst them, formulate **SIX** anti-trust laws, taking reference from the anti-trust laws of the United States.

[6]

Question 4

a) State whether the following statements are TRUE or FALSE.

[6]

- i. Mainstream media cover a wide range of topics.

- ii. Global media play a proactive role in creating diversity in the society.

- iii. Alternative media alter the information of mainstream media.

- iv. Rise of Tik-Tok stars in our country is an example of cultural homogenization.

- v. Movies are also used for the dissemination of political propaganda.

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

b) Answer the following questions briefly.

i. List any **FOUR** features of globalized media.

[4]

ii. During the times of disaster, should Bhutanese use mainstream or alternative media?

[4]

Justify your choice with any **FOUR** appropriate reasons.

iii. You are working in Kuwait, away from your beloved ones amidst the strangers. Name any **THREE** different types of media and explain how you would use it to keep yourself abreast with the family members back home and socialize with the people in your new work place. [6]

iv. How has media helped to bridge the gap between the political parties and the people? [5]
Examine **FIVE** ways.

