

**SECTION A (50 MARKS)**  
**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 [10]

i. *Nyetshuel TV* covers a road accident in its prime time 6 pm news which is already covered by *Fact News*, a Facebook page and has received fifty thousand views. Which of the following features best describes the difference between traditional and new media in the above context?

A reach  
B mobility  
C production cost  
D one way communication

ii. Citizen journalism is advantageous to the news consumers because it provides

A an honest view.  
B local reporting.  
C multiple perspectives.  
D ethical news reporting.



iii. The school management designed the above poster and decides to display at the following school areas: main gate, canteen entrance, classroom corridors. The school's decision to use a traditional medium to disseminate information is best justified because it

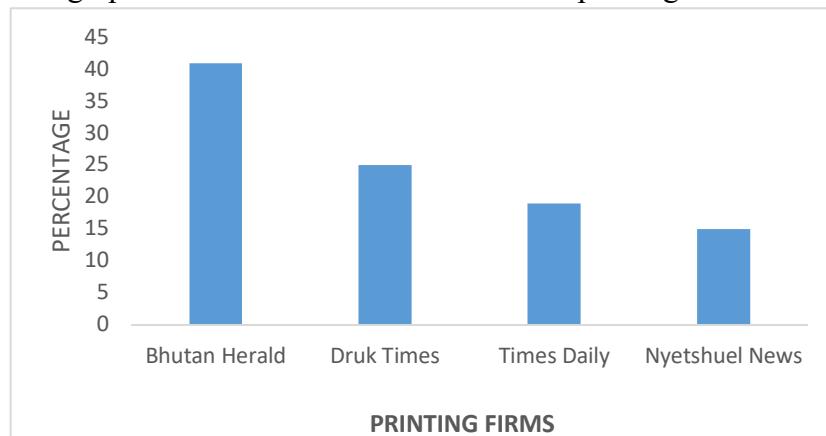
A will educate the students.  
B requires audience feedback.  
C has wider coverage of the target audience.  
D helps students to deconstruct the media text.

iv. A garment import house wants to create a platform to receive instant feedback on their garments prior to restocking their products.

Which of the following media would best serve the above purpose of the import house?

- A social media
- B print media
- C television
- D telephone

v. The graph shows the annual sale of the four printing firms among their readers.



Where other firms focused on news credibility, Bhutan Herald hired notable elites of the society to be its columnists and published contents for the interest of the elites.

The success of Bhutan Herald as a monopolistic giant best shows that the media market lacks

- A editorial process.
- B fair competition.
- C national interest.
- D media ownership.

vi. A friend uploaded your song as a part of his assignment in the Google classroom without your knowledge. In doing so, the friend violated the

- A BICMA policy.
- B Anti-trust Law.
- C Consumerist culture.
- D Intellectual Property Right.

vii. The expansion of Indian television channels beyond its borders is the result of

- A print media.
- B televised media
- C broadcast media.
- D globalized media.

viii. The Bhutanese media mentioned below are examples of community radio stations that came up mainly due to differences in spoken language and community culture.

|                            |                            |                             |
|----------------------------|----------------------------|-----------------------------|
| <i>KYD Community Radio</i> | <i>EDI Community Radio</i> | <i>Lhop Community Radio</i> |
|----------------------------|----------------------------|-----------------------------|

The trend best indicates the rise of

- A digital media.
- B alternative media.
- C mainstream media.
- D commercial media.

ix. If a print media house issues a corrigendum against an earlier covered story, the principle of journalism upheld would be

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

x. *The Bulletin*, a private newspaper is able to overcome its dropping sale with its digital launch. The firm earned 5000 views and 6000 likes within a week of its digital launch. Today, the newspaper is equally popular in print and digital forms. The above case best portrays the success of traditional and digital media through

- A advertisement.
- B collaboration.
- C market research.
- D audience demand.

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

|                         |                       |                 |          |
|-------------------------|-----------------------|-----------------|----------|
| cultural homogenization | mainstream media      | media owner     | reporter |
| commercial media        | e-commerce            | problem solving |          |
| information sharing     | cultural stereotyping | communication   |          |

|   |  |
|---|--|
| i. Kuensel is the best example of _____.                                    |  |
| ii. Japanese association with punctuality obsession is an example of _____. |  |

|   |  |
|---|--|
| <p>iii. In an online game, Nima crosses a bridge built by him using limited available materials, when stranded alone in the forest.<br/>The use of new media technology in the game helps Nima to gain skills in _____.</p> <p>iv. An editor of a private printing firm being pressurized to publish stories as per the demands of the advertising company is an example of conflict between the editor and the _____.</p> <p>v. Owing to the recent Pandemic, Pema decides to sell the handicraft products online to increase international customers.<br/>Pema's success in the business is an example of how global media facilitates _____.</p> |  |
|---|--|

**c) Write TRUE or FALSE against each statement given below.**

**[10]**

|  |  |
|--|--|
| <p>i. Sonam clicks a picture of her missing dog with the necessary details and posts on Facebook. Thus, she fulfils the job of a professional journalist.<br/>_____</p> <p>ii. During a power point presentation, the teacher informs the students that the slides he prepared are a part of multimedia tool.<br/>_____</p> <p>iii. Ethical journalism remains the same regardless of its form or medium.<br/>_____</p> <p>iv. It is acceptable for a journalist to fabricate minor details in feature stories, but not in hard news. _____</p> <p>v. If you use your friend as a source in writing a news story, the credibility of the story increases. _____</p> <p>vi. Multicultural society promoted by global media is blurring the international boundaries. _____</p> <p>vii. People's perspective in the consumerist society is highly influenced by mainstream media. _____</p> <p>viii. Global media facilitates fulfilment of democratic goals. _____</p> <p>ix. Media convergence restricts choosing information as per user's choice.<br/>_____</p> <p>x. Bhutan qualifies to be a part of the global village due to her strength in mass media communication. _____</p> |  |
|--|--|

**d) Match the descriptions given in column A correctly against the terms given in column B. Write the alphabet of matching pairs in the space provided.**

[5]

| Column A  | Column B                   |
|---|----------------------------|
| i. Main source of income for commercial media.  | a. media pluralism         |
| ii. Western music gaining popularity amongst Bhutanese as a result of American Idol show on the TV. | b. advertising             |
| iii. The Walt Disney Company owns movies, TV shows and music.                                       | c. cultural homogenization |
| iv. Media culture has given place for every citizen to be a part of the world.                      | d. global citizenship      |
| v. Digital platform allows creating, consuming and distributing media.                              | e. media conglomerate      |
|   | f. media convergence       |

|      |  |  |
|------|--|--|
| i.   |  |  |
| ii.  |  |  |
| iii. |  |  |
| iv.  |  |  |
| v.   |  |  |

**e) Answer the following questions briefly.**

i. List **TWO** limitations of traditional media.

[2]

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ii. Will digital transition remove the need for traditional media? Justify with **TWO** examples. [2]

iii. Media houses sometimes receive criticism for immoral news. As a journalist, what **TWO** steps would you take towards improving the news quality? [2]

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iv. With reference to the principles of journalism, briefly explain which principle you would follow while visiting a library. [2]

v. Which element is more important to make news worthwhile? Timeliness or proximity? Justify with **TWO** examples. [2]

vi. List **TWO** purposes of the given media text. [2]



[www.ebay.com](http://www.ebay.com)

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vii. Considering the negative impacts of mass media in Bhutanese culture, what advice would you give to your juniors to consume media critically? [2]

viii. Briefly explain how the advent of digital media gave rise to multidimensional businesses?

[2]

ix. List **TWO** roles of media in a migrant community.

[2]

x. Explain **TWO** features of private media in terms of its ownership.

[2]

**SECTION B (50 MARKS)**  
**ANSWER ALL QUESTIONS**

## Question 2

a) With reference to the article given answer the following questions i and ii :

## Social Media Celebrity

Nimden Tenzin, a college graduate is a social hero who took over the Internet with her voluntary deeds. She is seen everywhere from helping the elderly board a bus, children to cross a busy street, feeding stray dogs to weeding and cleaning along the pavement garden. This list of her volunteerism runs endless. Her journey to social media celebrity started when her deed was shared by one of the Facebook users. She now has her own Instagram page and a YouTube channel that earned over two hundred thousand followers.

She is often seen on talk shows and is popular amongst the students with her inspirational talks.

i. Like Nimden Tenzin, social media has given rise to new type of celebrity and have increased the fan circle culture. Using examples from your locality discuss **THREE** positive impacts of such growth to your society.

[6]

ii. If you want to rise as a social media star, what would be your most appropriate action? List **ONE**.

b) In the world of new media, traditional media still holds a special place. To justify the statement, design a pamphlet to rent out your school football field during the summer vacation. The rental proceed shall be used for school development activities. The pamphlet must include: relevant content, significant details, creativity and illustration. [5]

### Question 3

a) Choose any THREE principles of journalism and discuss their features. [6]

b) Read the news article where the sequence of presentation is jumbled up and rewrite the relevant information in the format of an inverted pyramid. [6]

## Flashflood Claims Life

"I have asked my family to prepare for the worst," 38-year-old Kosuke Kiyohara, who has not heard from his sister and her two sons, told AFP.

At least 126 people are now known to have died in floods and landslides triggered by torrential rain in western Japan, says the government.

Prime Minister Shinzo Abe has also cancelled an overseas trip to deal with the flood crisis.

Flood warnings are still in effect for some of the worst hit areas, including Okayama region. But more settled weather is expected over the next few days which is likely to help with rescue efforts.

It is the highest death toll caused by rainfall that Japan has seen in more than three decades. Rescuers are now digging through mud and rubble in a race to find survivors, as dozens are still missing. About two million people have been evacuated from the region after rivers burst their banks.

"We are checking every single house to see if there are people still trapped inside them. We know it's a race against time, we are trying as hard as we can," an official with the prefecture's government told AFP.

(Source: [www.bbc.com](http://www.bbc.com))



## Question 4



# The disinfectant tissue- an ultimate solution to germs-free cleaning.

*Solely manufactured by  
Hygiene First Co.Ltd.  
Lingmethang, Mongar*

a) The product launch of a new company, Hygiene First is featured in the *Sowai Magazine*. [6]

Examining the role of advertisement on media, list **THREE** justifications each to show how the Sowai Magazine and the consumers benefit from the above advert.



b) Do you think media concentration enhances the quality of the media production? [4]  
Substantiate your views with **FOUR** points.

c) You aspire to come up with an alternative media in your village as there is no common forum for communication. Explain how would you go ahead with your plan and manage the continuity of the alternative media. [5]

Your plan must focus on media planning management, target audience and sustainability.

## Question 5

a) The Bhutanese Democratic Party used its Facebook page for its political campaign. The party president's live video sharing the party pledges provided an opportunity for the voters to interact with the party. [5]

In light of the above statement, discuss **FIVE** points to assess how the use of social media facilitated success of the party in the upcoming election.

b) In the 21st century, media has revolutionized the way we live. Do you agree? [6]  
Provide **THREE** justifications to support the argument.

