

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 Tshering Phuntsho, a popular Bhutanese actor is seen drinking Big Cola in his recent film which has increased the brand value of the product.
The correct term to describe the statement is
A Film Values.
B Film Branding.
C Product Branding.
D Product Placement.

ii Right to Information is the fundamental right of every citizen to seek information and be informed. Therefore, there is a set of Principles on Right to Information Legislation. Which one of the following is NOT the Principle of the Right to Information Legislation?
A open government
B obligation to publish
C maximum disclosure
D protection of information

iii Kencho attentively listens to his teacher's presentation and relates the concepts with his pre knowledge. He cross-checks his understanding with his teacher to validate his learning.
Which one of the following listening skills is used to make communication effective?
A active listening
B critical listening
C passive listening
D reflective listening

iv Agenda Setting Theory of Mass Communication was formulated by
A Cyndy Scheibe and Faith Rogow.
B Irwin Altman and Dalmas Taylor.
C George Gerbner and Harold Laswell.
D Maxwell McCombs and Donald L. Shaw.

v The most important purpose of headlines in news article is to
A inform the readers.
B grab the attention of the readers.
C introduce the news to the readers.
D summarize the contents of the news story.

vi Identify the composition of photography used in the given picture.

- A Dutch Tilt
- B Leading Lines
- C Depth of Field
- D Rule of Thirds



vii The key light in a photo-shoot is used to light up the subject whereas the fill light is to

- A add dramatic effect.
- B bring out the depth of the subject.
- C emphasize the depth behind the subject.
- D reduce the visibility of the imperfections.

viii Which of the following is **NOT** the basic functions of advertising?

- A persuasion
- B information
- C continuation
- D identification

ix Deki has recently started a Car Washing Unit. Which would be the easiest and cheapest medium for her to advertise the business?

- A print media
- B social media
- C broadcast media
- D traditional media

x Social media security has become critical in the contemporary world as its use has become part of our life. Which of the following are most important to secure social media account?

- I Use strong password
- II Smart online browsing
- III Customize the privacy setting
- IV Enable two-factor authentication

- A I,II and III
- B I,III and V
- C I,II and IV
- D II,III and IV

b) Fill in the blanks with the most appropriate word(s) given in the box.

[10]

continuity	full shot	interpersonal	ethos	one-way
copyright law	news	pathos	agenda setting theory	symbolic code
advertiser	switching back	wide shot	entertainment	technical code
gratification theory	advertise	regulator	intellectual property law	mass

i. Advertising genre is to inform people on the goods and services whereas a genre that focuses in making money through amusement is _____.

ii. Pema finds one of his songs from YouTube being used in a movie without his consent and acknowledgement. Pema can sue the movie producer for the violation of _____.

iii. The information received during the process of communication is reinterpreted within the close circle group in _____ communication.

iv. Sonam uses Facebook to share his photography skills whereas Dechen uses Facebook to pass her boredom. This example explains the _____ of mass communication.

v. A shot size that captures the subject entirely from top to the bottom is _____.

vi. Bhutanese film makers have started going abroad for film location. This phenomenon shows the usage of _____ in Bhutanese films.

vii. Advertisers bring in new changes in products and constantly remind customers to retain them. This fulfils the _____ objective of advertising.

viii. In order to protect yourself from deception through advertising, you make sure the advertisements are legal, honest and truthful. In doing so you are fulfilling the role of a _____ in advertising firm.

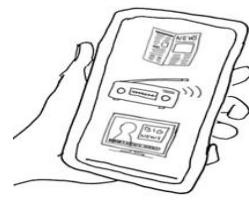
ix. While scrolling through Facebook feeds, you encounter a post asking for donation for the treatment of a child suffering from tumor. Your immediate reaction is to donate some amount as the post appealed to your _____.

x. Social media enables equal _____ despite the differences in gender, age, qualification, class, race and cultural background.

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

[5]

i. The given picture explains the advent of media conglomerate. _____



ii. A news report of a man giving birth demands high interest from the readers than a woman giving birth to twins. _____

iii. Effective Communication is when someone is speaking loudly while making a presentation. _____

iv. Media law is a bridge between two conflicting principles of democracy.

v. The pictorial advertisement shows an example of brand advertising. _____



d) Choose the most appropriate word given in the box and write against the statements given below.

[5]

Shot	Podcast	Proximity	Blogs	Quotes	Branding	Kairos
i. News events that occur close to the location of the reporter. _____						
ii. The written form of the words which people have spoken during the process of gathering news. _____						
iii. A persuasive strategy that considers everything to be done in perfect timing to encourage people to make decisions. _____						
iv. A regularly updated web page of an individual or small group that is often written in an informal style. _____						
v. A digital audio file made available on the internet for downloading to a digital device. _____						

e) Answer the following questions briefly.

i. If Bhutan has a media house owned by a political party, what would be its adverse effects to the news consumers? List **THREE**.

[3]

ii. Media is the fourth estate of the government in Bhutan. Examine any **THREE** benefits to the consumers. [3]

[3]

iii. Do you think that emotional intelligence is the most important component of effective communication especially in this fast and competitive digital era? Explain your stand with **THREE** reasons. [3]

iv. Perceptions of the people are shaped by television according to Cultivation Analysis Theory. How far do you agree with the theory? Explain your view with **THREE** relevant examples. [3]

v. Read the news story below and write an appropriate headline for it.

[2]

Bhutanese under (U)-19 cricket team is currently training at the Gelephu cricket ground for their upcoming ICC U-19 World Cup Asia Qualifiers in Oman.

Coach Anton Trishane Nonis has been grilling the boys, who are aged between 15 and 17, since last month and will continue until September 18.

In Gelephu, besides the training, the boys will play matches against some experienced players to build confidence.

The tournament will begin on September 27 and the 17-member squad, consisting of 14 players and three officials, will leave the

country a week ahead of the competition.

Bhutan, Oman, Bahrain, and Saudi Arabia are in group A. Hong Kong, Qatar, Singapore and Thailand are in group B.

Bhutan will face host Oman on September 29 at the Oman Cricket Academy Ground.

Bhutan Cricket selected the current squad, 14 players, from a 50-over club tournament in Thimphu earlier this year.

Their training had to be delayed because of the Covid-19 pandemic.

Bhutan Cricket's CEO Dambar S Gurung said: "It's hard to judge how well the team is doing at the moment.

www.Kuenselonline.com

vi. Write an AV script for a scene of your documentary titled 'A Day in the Life of a Farmer.'

[3]

vii. Despite having laws on the use of social media and constant awareness programs from media management agencies in Bhutan, we are still under the undesirable threats of social media. [3]

If you were a Media Officer, how would you protect the vulnerable sections of our population? Write **THREE** ways.

SECTION B (50 MARKS)
ANSWER ALL QUESTIONS

Question 2

Read the article and answer the questions a and b:

Digital Platform Concentration and Democracy

Initially, the Internet provided high hopes for media pluralism, with the potential to create new players in the media and communication markets that would challenge powerful legacy media and create media freedom and diversity of opinion around the world, despite efforts by governments and global tech platforms to control the Internet. However, the Internet has proven to be part of the problem – a force for concentration – rather than part of the solution. Never has there been so much wealth created through the ownership of media. This wealth leads to various maneuver to maintain control, with such firms seeking market power through concentration or regulatory protection.

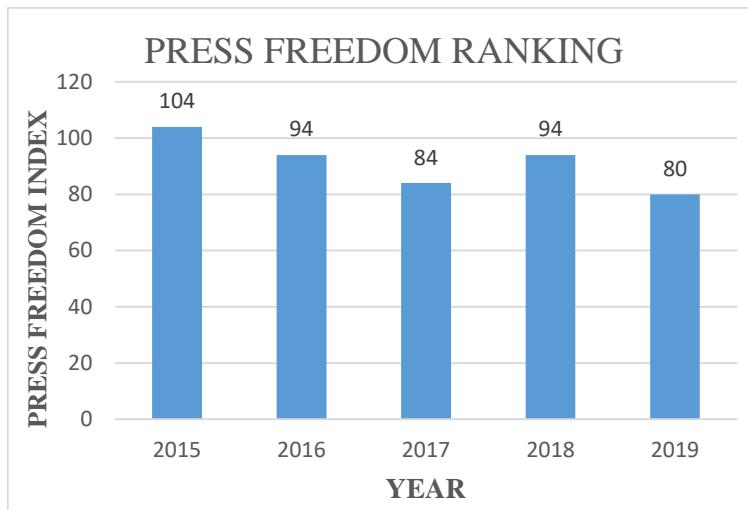
Soaring Media Ownership Concentration Josef Trappel & Werner A. Meier

a) The ownership of media is productive and it encourages media concentration. What would be the impact of such trends on a young democratic Bhutan? Briefly explain any **THREE** appropriate impacts.

b) Media owners generally practice the basic structure namely vertical and horizontal integration to expand their media business. If you owned a media conglomerate, which one would you opt to practice and why? Mention any **THREE** reasons for your choice. [3]

Question 3

Study the graph below and answer the questions that follow:



Press Freedom Index of Bhutan from 2015-2019 out of 180 countries. Released by France based international non-governmental organization, Reporters without Borders (2019)

a) Define Freedom of Press.

[1]

b) Examine the pattern of press freedom index of Bhutan over the last five years as shown in the graph and list any **FIVE** advantages of such pattern to the Bhutanese society.

[5]

Question 4

a) Communication theorists have revealed that more than verbal communication, the non-verbal aspects of communication adds on to the effectiveness of communication. [5]

Identify **FIVE** non-verbal aspects and briefly discuss how each of these aspects would enhance the effectiveness of your communication.

b) Based on the Agenda-Setting Theory of Mass Communication, analyse the inter-relationship between public, policy makers and the media. [5]

Question 5

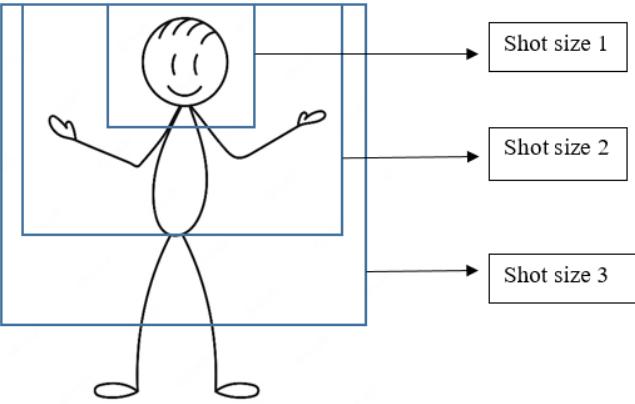
a) In journalism, journalist use different styles of writing news stories. One of the styles used is Hour-Glass Style. Name the news writing structure based on which the hour-glass style of news writing is built. [1]

b) Choose **ONE** of the most pertinent social issues and write a news report using the Hour-Glass Style. Remember to take care of the features of the newspaper report as well. [6]

Question 6

a) Identify the shot sizes used in the picture.

[3]

	<p>Shot size 1</p>
	<p>Shot size 2</p>
	<p>Shot size 3</p>
Shot Size 1	
Shot Size 2	
Shot Size 3	

b) Technical codes are the ways in which equipment is used to tell a story through [4] videos/photos. Do you think it is necessary to study the technical codes to become a better photographer? Justify your stand with **FOUR** reasons.

Question 7

a) Various language of persuasion is used by the media content producers. Briefly explain [1] language of persuasion.

b) Write down **TWO** differences among three persuasive techniques: association, fear and extrapolation. [6]

Question 8

a) The popularity of blogging is increasing these days with many social media stars. If you aspire to become a social media star, which form of social media would you prefer? [1]

b) Mention any **SIX** suitable strategies to make your social media forum popular. [6]

