

D 71152

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Name.....

Reg. No.....

25

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2014**

(UG—CCSS)

Core Course—Functional English

FE 5B 08—MEDIA STUDIES—I PRINT MEDIA

(2012 Admissions)

Time : Three Hours

Maximum : 10 Weightage

I. Fill in the blanks using the correct answer :

- (a) 1 Encoding is the act of \_\_\_\_\_ a message.  
(receiving, producing, sending).
- 2 NRS stands for National Readership \_\_\_\_\_.  
(service, survey, system).
- 3 RTI stands for right to \_\_\_\_\_.  
(instruction, information, identity).
- 4 \_\_\_\_\_ is the opening paragraph of a news story.  
(Banner, Pyramid, Lead).
- (b) 5 Hoax is a \_\_\_\_\_ story.  
(genuine, lead, fraudulent).
- 6 Body language is a form of \_\_\_\_\_ communication.  
(verbal, non-verbal, personal).
- 7 \_\_\_\_\_ is community antenna television.  
(Cable TV, Tablet, LCD TV).
- 8 \_\_\_\_\_ is a specific range of frequencies.  
(FM, Band, Channels).
- (c) 9 The first edition of a newspaper is \_\_\_\_\_.  
(bull dog, byline, filler).
- 10 Anything that distorts the message intended by the source is \_\_\_\_\_.  
(noise, barrier, voice).
- 11 The word 'journal' is derived from \_\_\_\_\_.  
(Latin, Greek, French).
- 12 \_\_\_\_\_ is the originator of the phrase fourth estate.  
(Raymond, Williams, John Kennedy, Edmund Burke).

(12 × ¼ = 3 weightage)

**Turn over**

II. Answer any *nine* of the following in two or three sentences each :

- |                       |                      |
|-----------------------|----------------------|
| 13 Yellow journalism. | 14 Ghost writer.     |
| 15 Blog.              | 16 Celebrity values. |
| 17 Side bars.         | 18 Five Ws.          |
| 19 Freelance.         | 20 Graphic editor.   |
| 21 Web radio.         | 22 Correspondent.    |
| 23 Ethics.            | 24 Contrast leads.   |

(9 × 1 = 9 weights)

III. Write short notes in not more than 100 words each on any *seven* of the following :—

- |                            |                              |
|----------------------------|------------------------------|
| 25 Types of communication. | 26 Types of mass media.      |
| 27 New media.              | 28 Media convergence.        |
| 29 News structure.         | 30 Editorial.                |
| 31 Book Review.            | 32 Investigative journalism. |
| 33 Scoop.                  | 34 News agencies.            |

(7 × 2 = 14 weights)

IV. Answer any *one* of the following in about 300 words :

- 35 The history of print media.  
36 Electronic media.

(1 × 4 = 4 weights)