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Name.....

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Reg. No.....

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2015**

(UG-CCSS)

Core Course—Functional English

FE 5B 08—MEDIA STUDIES I—PRINT MEDIA

(2012 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

- (a) 1 \_\_\_\_\_ is the vehicle or medium through which signals are sent.  
(Message, Chennal, Source).
- 2 Exact reproduction of the original is referred to as \_\_\_\_\_.  
(Copyright, Facsimile, Hoax).
- 3 \_\_\_\_\_ is the information that is fedback to the source's messages.  
(Feedback, Channel, Decoding).
- 4 Headline that stretches across a newspaper page is \_\_\_\_\_.  
(Lead, Banner, Attribution.).
- (b) 5 \_\_\_\_\_ is a person responsible for the editorial function of a newspaper.  
(Manager, Editor, Analyst).
- 6 The public press is also referred to as \_\_\_\_\_ Estate.  
(Third, Fourth, Fifth).
- 7 \_\_\_\_\_ is the study of the communicative dimension of facial and body movements.  
(Mimicry, Kinesics, Polemics).
- 8 \_\_\_\_\_ is the opening paragraph of a news story.  
(Lead, Headline, Banner).
- (c) 9 A deceptive or fraudulent story is \_\_\_\_\_.  
(Hoax, Pyramid, Ghost).
- 10 \_\_\_\_\_ is associated with legal offences.  
(Label, Libel, Newshole).
- 11 \_\_\_\_\_ is the exclusive property of one newspaper.  
(Source, Scoop, Stringer).
- 12 Anything that distorts the message intended by the source is \_\_\_\_\_.  
(Voice, Noise, Barrier).

(12 × ¼ = 3 weightage)

**Turn over**



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

- |                   |                       |
|-------------------|-----------------------|
| 13 Anchor.        | 14 Channel.           |
| 15 Correspondent. | 16 Cable TV.          |
| 17 Ghost writer.  | 18 News editor.       |
| 19 Spot news.     | 20 Yellow journalism. |
| 21 Feedback.      | 22 News letters.      |
| 23 Blog.          | 24 Inverted pyramid.  |

(9 × 1 = 9 weight)

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

- |                                 |                              |
|---------------------------------|------------------------------|
| 25 Intrapersonal Communication. | 26 Non-verbal communication. |
| 27 The Internet.                | 28 Creative writing.         |
| 29 Various types of leads.      | 30 Letters to the Editor.    |
| 31 Sub-editing.                 | 32 Proof reading.            |
| 33 Page designing.              | 34 Censorship.               |

(7 × 2 = 14 weight)

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

- 35 Mass media.  
36 Journalistic writing.

(1 × 4 = 4 weight)