

D 11417

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS-UG)

Functional English

FEN 5B 08—FUNCTIONAL ENGLISH FOR PRINT MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :-

1 (a) _____ is the oldest form of electronic media.

(Television, Radio, Internet)

(b) Electronic media is anything that uses electronic and _____ signals.

(Electric, Digital, Frequency)

(c) _____ is headline that stretches across a newspaper page.

(Banner, Beat, Byline)

(d) FM means _____ modulation.

(Frequent, Frequency, Frail)

2 (a) Television was invented by _____.

(Thomas Alva Edison, John Logie Baird, Madam Curie)

(b) Morse code was invented by _____ Morse.

(John, Francis, Samuel)

(c) Communication within an individual is _____ communication.

(Interpersonal, Intrapersonal, Personal)

(d) Mass communication is _____.

(Personal, Intimate, Impersonal)

3 (a) Facial expression is an example of _____ communication.

(Non-verbal, Verbal, Personal)

(b) VLF stands for very _____ Frequency.

(Light, Low, Long)

Turn over

(c) Television started in India on an experimental basis on 15 September _____
(1957, 1958, 1959)

(d) The Latin word *communis* means _____
(Community, Communication, Common)

(12 × 1 = 12 marks)

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

- | | |
|-------------------|-----------------------------|
| 4 WWW. | 5 New Media. |
| 6 Twitter. | 7 Face book. |
| 8 Script. | 9 RJ. |
| 10 Marconi. | 11 Social networking sites. |
| 12 DTH. | 13 Recording studio. |
| 14 Communication. | 15 Encoding. |

(9 × 2 = 18 marks)

III. Write a short essay of about 100 words each on any *six* of the following :-

- 16 Mass communication.
- 17 Non-verbal communication.
- 18 Media convergence.
- 19 Journalistic writing vs. Creative writing.
- 20 Inverted pyramid.
- 21 News agencies.
- 22 Feature writing.
- 23 Sub-editing.
- 24 Investigative journalism.
- 25 Yellow journalism.

(6 × 5 = 30 marks)

IV. Write an essay of about 300 words each on any *two* of the following :-

- 26 Mass media.
- 27 Types of communication.
- 28 Print media.
- 29 Electronic media.

(2 × 10 = 20 marks)