

15U242

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, JUNE 2016  
(CUCBCSS – UG)  
(Complementary Course: Journalism)  
CC15U JOU1 C02 & JOU2 C02 – INTRODUCTION TO ELECTRONIC MEDIA &  
RADIO AND TELEVISION  
(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

Section A

Answer **all** the following.

(Part I and Part II must be attended separately)

Part I

1. \_\_\_\_\_ refers to news reporters being attached to military units involved in war.
2. FTII stands for \_\_\_\_\_.
3. A lead that summarises the news story is a \_\_\_\_\_.
4. \_\_\_\_\_ model of communication is also called rhetoric model.
5. Gyan Darshan is \_\_\_\_\_ television channel.
6. A microphone that picks up sound signals from all directions is called a \_\_\_\_\_.

(6 × ½ = 3 marks)

Part II

7. Expand PCR
8. \_\_\_\_\_ is a mobile production control unit which is attached to a van or truck.
9. \_\_\_\_\_ a piece of narration in a film or broadcast.
10. \_\_\_\_\_ is an opinion piece given by a person on a particular event or issue.
11. DAT stands for \_\_\_\_\_.
12. \_\_\_\_\_ is an image, video, piece of text, etc., typically humorous in nature that is copied and spread rapidly by Internet users, often with slight variations.

(6 × ½ = 3 marks)

Section B

Answer **any five** of the following from each part.

Part I

13. Mass Media
14. Uni-Directional Mic
15. FM Transmission
16. Embedded Journalism
17. Digital Divide
18. Media Convergence

(5 × 2 = 10 marks)

Part II

19. Sitcoms
20. ENG
21. Storyboard
22. Lapel
23. Sound Lock
24. Piece to camera

(5 × 2 = 10 marks)

Section C

Answer **any three** of the following from each part.

Part I

25. What are the various characteristics that enhance the quality of a news story?
26. Do you think television is a better policy maker than Social network? Justify your answer.
27. 'Pray for rain, deal with the mud too.' How can you associate this quote with internet?
28. Radio is a popular medium. What are the qualities of radio that prove this statement?

(3 × 5 = 15 marks)

Part II

29. How various television formats do serve as source of infotainment?
30. The form of message in communication changes with the media. Analyse this statement.

- 31. What are the essential departments of a television studio?
- 32. Writing for print requires more effort than broadcast scripting. Justify your opinion.

(3 × 5 = 15 marks)

Section D

Answer **any one** of the following from each part.

Part I

- 33. Explain various models of communication and elaborate its functions with examples.
- 34. News writing begins with good headline followed by intro and body. Evaluate this statement.

(1 × 12 = 12 marks)

Part II

- 35. Describe the setup of television studio production. Explain the stages involved.
- 36. In some cases new media can highlight certain news stories that are sidestepped by mainstream media. Point out recent examples to support this statement.

(1 × 12 = 12 marks)

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