

16U301

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Name:

Reg. No.....

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2017

(Regular/Supplementary/Improvement)

(CUCBCSS - UG)

CC15U ENG3 A05 - NATIVE MEDIA IN ENGLISH

(English - Common Course)

(2015 Admission Onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:-

1. According to Egyptian mythology,was the inventor of writing.
(a) Thoth. (b) Hermes. (c) Ghoth. (d) Thogh.
2. Who was JayantNarlikar's neighbour when he was at King's College, Cambridge?
(a) Ruskin Bond. (b) Winston Churchill.
(c) E.M. Forster. (d) Lord Atley.
3. Who is the successful Indian mentioned by Bill Gates ?
(a) Ratan Tata. (b) MukeshAmbani.
(c) K.P.S. Menon. (d) AzimPremji.
4. Break the Silence is a :
(a) Feature film. (b) Documentary.
(c) Short film. (d) T.V. Reality Show.
5. The talk show 'SatyamevJayate' is presented by
(a) AAmithabhBhachchan. (b) Sharukh Khan.
(c) Aamir Khan. (d) Amjad Khan.
6. The number of television channels exceeds.....in India.
(a) 500. (b) 600. (c) 700. (d) 800.
7. What is the name of the river mentioned in the film 'Only an Axe Away' ?
(a) Periyar. (b) Kunthipuzha.
(c) Meenachilar. (d) Pamba.
8. Independent musicians distribute their music through.....
(a) Google. (b) Wikipedia.
(c) My Computer. (d) My Space.
9. Which of the following is called the ' the Age of Compromise' ?
(a) 15-22. (b) 18-25. (c) 14-20. (d) 13-20.

10. IM refers to :
- (a) Internet Message. (b) Integrated Message.
(c) Instant Messenger. (d) Integrated Messenger.

(10 x 1 = 10 Marks)

II. Answer in a sentence or two *any ten* questions:-

11. What is a digital divide?
12. What is meant by 'space-age' superstitions?
13. Why people are amazed when they first come to India?
14. What is the Act for the protection of children in India?
15. Why television is considered a powerful medium for advertisement?
16. Where is Silent Valley National Park located?
17. Who are called 'digital natives'?
18. What is UGC in the context of internet?
19. Why are youth described as having created a bed-room culture?
20. What are the three C's to be considered when writing online?
21. What is meant by narcissurfing?
22. How do the youth respond to new technologies?

(10 x 2 = 20 Marks)

III. Answer *any four* of the following in a paragraph of 100 words each:

23. The definition of convergence as defined by MIT.
24. Write a short note on Indian attitude towards science
25. Bill Gates' Foundation work in India.
26. Write a note on child abuse.
27. Discuss the present environmental hazards.
28. Write a short note on technological determinism.

(4 x 5 = 20 Marks)

IV. Answer *any two* of the following questions in 300 words each:

29. How does the convergence of media affect our lives?
30. Critically comment on any one of the issues dealt with in 'Satyamev Jayate' episodes.
31. Write an essay on Internet as culture and as cultural artefact.
32. Write an essay on the role of videos in geopolitical unrest.

(2x15=30 Marks)
