

19U228

(Pages: 2)

Name :

Reg.No :

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS - UG)

CC19U JOU1(2) C02 : INTRODUCTION TO ELECTRONIC MEDIA

(Journalism - Complementary)

(2019 Admission - Regular)

Time: 2.5 Hrs

Max. Marks: 80

Credit: 4

Section - A

I. Short answer questions. Each question carries 2 marks.

1. Effect
2. Emails
3. Soft news
4. Programme Director
5. Internet radio
6. Club FM
7. Radio Jockeying
8. Sports Broadcasting technology
9. Dial-up
10. ARPANET
11. Hacking
12. Plagiarism
13. User-Generated Content
14. Me Too movement
15. Internet Bots

(Ceiling: 25 Marks)

Section - B

II. Paragraph questions. Each question carries 5 marks

16. What are the differences between print and broadcast news?
17. What are the limitations of radio broadcast?
18. What are the different categories of sound effects used in a radio show?
19. Explain the fundamentals for writing news in radio
20. What are the three major elements of media convergence? Discuss
21. What are the news determinants in cyberspace? Explain
22. What are the criteria that makes a news a breaking news story?
23. Explain the benefits of social media in Public relations

(Ceiling: 35 Marks)

Section - C

III. Essay questions. Answer any two questions.

24. What are functions and dysfunctions of Mass communication? Explain
25. Which are the most popular radio programmes ? Discuss
26. New media has conquered every realm of our day-today lives. Substantiate
27. The language and style of online journalism is different from traditional media. Discuss

(2 × 10 = 20 Marks)
