

17U644

(Pages: 2)

Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U FEN6 B12 - FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Functional English – Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark.

1. (a) Samuel _____ developed electromagnetic telegraph.
(Henric, Marconi, Morse)
- (b) _____ is the basic unit of an image displayed on a computer or TV screen.
(Aspect, Dolly, Pixel)
- (c) Writing for _____ broadcast demands that we write 'speak' directly into the minds of the listeners.
(TV, Radio, Internet)
- (d) _____ is the art of arranging pictures in a particular sequence to represent reality.
(Collage, Montage, Mural)
2. (a) _____ is an announcement that promotes an upcoming event.
(ad-lib, hook, promo)
- (b) Pieces or comments that clarify the headline and give further information on the story are called _____
(blurb, lead, teaser)
- (c) _____ interview is a kind of radio interview that is meant to make a point or supply additional information.
(spot, field, studio)
- (d) All India Radio introduced the first daily news bulletin in _____
(1936, 1934, 1939)
3. (a) Radio drama is a story told through _____ alone.
(Dialogue, setting, sound)
- (b) ISBS stands for Indian State Broadcasting _____
(system, society, service)
- (c) Dead air is _____ on radio.
(slow pace, silence, commentary)
- (d) Encoding is the act of _____ the message.
(sending, producing, receiving)

(12 x 1 = 12 Marks)

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

- | | |
|-------------------|-------------------------|
| 4. Prasar Bharati | 10. URL |
| 5. Story board | 11. Slug line |
| 6. TV Footage | 12. Studio Recording |
| 7. STB | 13. E - Journals |
| 8. Hard news | 14. Documentaries on TV |
| 9. TV Commercials | 15. You Tube |

(9 x 2 = 18 Marks)

III. Answer any *six* of the following in about 100 words each:

16. Media Convergence
17. Brief history of Radio
18. Blogging
19. Characteristics of Media Writing
20. Basics of TV Program Production
21. Twitterati
22. Social networking and journalism
23. DTH
24. Features of E-Books
25. AIR

(6 x 5 = 30 Marks)

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

26. Guidelines to be followed while writing for the web.
27. Women and Electronic Media.
28. New Trends in Media.
29. Script writing for Radio.

(2 x 10 = 20 Marks)
