

23U231

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Name:

Reg.No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU2 C02 - INTRODUCTION TO ELECTRONIC MEDIA

(Journalism - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Narcotisation.
2. Magazines.
3. Direct address lead.
4. Broadcast Journalism.
5. Programme Director.
6. Radio Mirchi.
7. Low profile DJ.
8. Outside broadcasts.
9. Dial-up.
10. Webinar.
11. Identity Theft.
12. Breaking news.
13. Facebook.
14. #BlackLives Matter hashtag.
15. Political Communication.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. What are the differences between print and broadcast news?

17. Explain about any two most popular community radios in Kerala.
18. Explain the importance of music in radio.
19. Explain the fundamentals for writing news in radio.
20. What are the three major elements of media convergence? Discuss.
21. Discuss in detail the online tools for news gathering.
22. Briefly explain the tips for writing a good online feature.
23. Explain the benefits of social media in Public relations.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Identify different types of communication and explain its features.
25. What are the important points to be noted while writing script for a radio news package? Discuss.
26. Trace the history and evolution of internet as a medium of communication.
27. The language and style of online journalism is different from traditional media. Discuss.

(2 × 10 = 20 Marks)
