16P242   (Pages: 2)   Name: ....

Reg. No...........................

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY-2017

(Regular/Supplementary/Improvement)

(CUCBCSS – UG)

CC15U JOU1 C02 & JOU2 C02 – INTRODUCTION TO ELECTRONIC MEDIA & RADIO AND TELEVISION

(Complementary Course: Journalism)

(2015 Admission Onwards)

Time: 3 Hours   Maximum Marks: 80

Section A

Answer *all* the following.

(Part I *and* Part II *must be attended separately*)

Part I

1. Chief Editor of *The Hindu* is ....

2. First 24 hour news channel in Malayalam is ....

3. *Yathra* is a travel magazine published by ....

4. *ABC* means?

5. *Dadasaheb Phalke Award* of the year is bagged by ....

6. .... was the first Indian talkie film.   **(6 × ½ = 3 marks)**

Part II

7. The film *Jungle Book* is directed by ....

8. .... is the first among Malayalam newspapers to go online.

9. *ENG* stands for ....

10. Venue of the *International Film Festival of Kerala* is ....

11. *War and Peace* is a documentary film directed by ....

12. *Radio* was invented by ....   **(6 × ½ = 3 marks)**

Section B

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

Part I

13. PTI

14. News photographer

15. Twitter

16. Kicker headline

17. Vividh Bharati

18. CNN-IBN   **(5 × 2 = 10 marks)**

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19. Spot light

20. Jingle

21. Blog

22. Cost per minute

23. Online newspaper

24. Audio mixer

(5 × 2 = 10 marks)

Section C

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

Part I

25. Explain the dysfunctions of mass communication.

26. What are the important merits and de merits of newspapers?

27. Explain the role and reponsibilities of the TV news editor.

28. What is the importance of inverted pyramid style in news writing?

(3 × 5 = 15 marks)

Part II

29. What is microphone? Prepare a note on different types of microphones.

30. Explain the process of Television News Anchoring.

31. Briefly describe the features of Radio Drama.

32. Explain the new styles and techniques emerged in the field of Radio Jockeying.

(3 × 5 = 15 marks)

Section D

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

Part I

33. Define communication. What are the important types of communication?

34. What is news reporting? Explain the important qualities of a reporter.

(1 × 12 = 12 marks)

Part II

35. Radio scripting is said to be an art of the imagination. Do you agree with this statement?

36. Trace the growth and evolution of television broadcasting in India.

(1 × 12 = 12 marks)

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