

15U643

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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2018

(CUCBCSS - UG)

CC15U FEN6 B12 - FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Functional English – Core Course

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

I. Answer The following bunches of questions:

1. a) The process of electronically replacing the background with a figure of one's own choice is called _____
(Chrominance, Complex shot, Chroma keying)
- b) The first radio stations were set up in _____
(1920s, 1930s, 1940s)
- c) The technology in which audio and video are transmitted using internet file transfer protocol is _____
(HDTV, IPTV, IFTP)
- d) _____ radio stations transmit a carrier wave.
(AM, FM, AM & FM)
2. a) The least visible component of any television programme is _____
(broadcast copy, clip board, script)
- b) The first satellite television experiments were undertaken by DD in _____
(1965-66, 1975-76, 1979-80)
- c) A video tape shown with an anchor speaking over the tape is called _____
(wrap around, voice over, voicer)
- d) _____ is the essence of Technical communication.
(Persuasion, Information, Identification)
3. a) _____ is also known as the Commercial Broadcasting Service.
(AIR, DD, Vividh Bharathi)
- b) The word Television was coined by _____
(Lionel Fielden, J L Baird, Constatin Persky)
- c) Cable TV is originally known as _____
(Community Audio Visual TV, Community Antenna TV, Community Area TV)
- d) _____ are the interviews that are conducted outside the studio.
(out studio interview, spot interview, field interview)

(12 x1 = 12 Marks)

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

- | | |
|-----------------|--------------------|
| 4. FX. | 10. RJ. |
| 5. Spot. | 11. HDTV. |
| 6. slug line. | 12. Breaking news. |
| 7. Dead air. | 13. Blogging. |
| 8. e- magazine. | 14. Radio Drama. |
| 9. Morphing. | 15. PSA. |

(9 x 2 = 18 Marks)

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

- | | |
|-------------------------------|------------------------|
| 16. FM. | 21. Profile writing. |
| 17. New trends in Radio. | 22. Commercial Break. |
| 18. Basic features of E-book. | 23. Editing. |
| 19. Web writing. | 24. DTH. |
| 20. New media. | 25. Media convergence. |

(6 x 5 = 30 Marks)

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

26. Characteristics of Broadcast writing.
27. Different types of radio scripting.
28. History of TV.
29. TV Programme Production.

(2 x 10 = 20 Marks)
