SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U FEN6 B12 - ELECTRONIC MEDIA

(Functional English - Core 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. Define actuality.

2. What is CNN ?

3. What is IPTV?

4. Why is radio called a 'cheap medium'?

5. What are the ingredients or codes of radio?

6. Explain FM radio.

7. When does a camera man employ Law Angle shot?

8. What is the role of post - production in Television Programming?

9. Voice Over.

10. Define an interview as a Television programme.

11. What is a Talk show in Television?

12. Define New Media.

13. What is an example of media convergence?

14. Define weblog.

15. Write any two functions of PR.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Structure and format of radio news.

17. Distinguish between traditional media and New media.

18. There is nothing to see in radio. How has radio changed this drawback into an advantage?

19. Radio drama.

20. Write a brief note on different types of scripts (storyboard) used in Television programme.

21. Write a brief note on Reality shows in Television.

22. Discuss the major advantages of new media and internet.

23. AIDA model of advertising.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Compare and contrast electronic media and print media.

25. Radio drama is a format that includes all the three ingredients of radio. Exemplify.

26. Explain in detail with placements sketches the formula lighting system.

27. "E journals are the new face of traditional journals" Do you agree? Exemplify your answer by discussing the major pros and cons of using E journal.

(2 × 10 = 20 Marks)

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