

24U1109

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(FYUGP)

**CC24U JOU1 MN102 - INTRODUCTION TO ELECTRONIC MEDIA**

(Journalism - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain any four functions of mass communication. [Level:2] [CO1]
2. Differentiate between FM and AM radio [Level:4] [CO2, CO3]
3. What are two types of visual content used in electronic media? [Level:1] [CO3]
4. How can understanding electronic media help journalists stay relevant in the digital age? [Level:2] [CO3]
5. Define mass communication. [Level:1] [CO1]
6. How are podcasts used in journalism today? [Level:2] [CO3]
7. How do video tutorials contribute to online education? [Level:2] [CO3]
8. What is the role of video editing software in media production? [Level:1] [CO4]
9. What are podcasts, and why are they popular with younger audiences? [Level:1] [CO3]
10. Explain the significance of radio in India. [Level:2] [CO2]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. How do platforms like YouTube and Spotify represent the shift towards streaming media? Discuss the advantages for both users and content creators. [Level:2] [CO2]
12. Why is it important to know your audience when crafting content for social media? How can analytics help in understanding audience preferences? [Level:2] [CO4, CO5]
13. Discuss the significance of feedback mechanisms like comments and shares in social media platforms. How do they shape content? [Level:2] [CO3]

14. Describe three major advantages and two disadvantages of electronic media. Provide examples for each. [Level:2] [CO2]
15. Compare the types of audiences that watch traditional television with those that use streaming services like Netflix or Hulu. [Level:4] [CO3]
16. Explain the purpose of audio editing software (DAWs) and describe how it enhances the audio production process. [Level:2] [CO4]
17. What makes condenser microphones suitable for studio recordings? Mention at least two examples of condenser microphones. [Level:1] [CO4]
18. Discuss the role of context in communication. How do physical, social, and cultural contexts influence the way messages are interpreted? [Level:2] [CO1]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

Answer any *one* question. The question carries 10 marks.

19. Discuss how cultural background affects audience preferences for electronic media. How do cultural values and norms shape the content that is produced and consumed [Level:2] [CO3]
20. Define what constitutes a message in communication. Discuss how clarity, tone, and context affect the delivery of the message. [Level:2] [CO1]

**(1 × 10 = 10 Marks)**

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