

**22U647**

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Name : .....

Reg. No : .....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2025**

(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. What is the basic recommendation of Chanda Committee regarding broadcasting?
2. Who invented the wireless telegraph?
3. Discuss Educational channels in Indian Television.
4. Describe sound effects.
5. What is a signature tune?
6. What is dead air?
7. Write briefly "Commentary" as a television genre.
8. When does a camera man employ Medium shot?
9. News conferences.
10. What is the difference between a TV talk show and a TV interview?
11. Back ground light.
12. Define New Media.
13. Write any two disadvantages of Media convergence.
14. What do you mean by the term "information super highway"?
15. Why should one use more e journals?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. Discuss the different types of electronic media.
17. Distinguish between traditional media and New media.

18. Structure and format of radio news.
19. Radio scripting.
20. What are the major goals of Editing in Post production stage?
21. Write a brief note on different types of Leads n news.
22. Discuss “blog” with an example of new media writing.
23. Different forms of web advertising.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Write in detail new trends in Television Broadcasting.
25. Elaborate the characteristics of radio as a mass medium.
26. Identify the major differences between television, print and radio.
27. Role of P R in an organization.

**(2 × 10 = 20 Marks)**

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