

25U232S

(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

CC19UJOU2C02 - INTRODUCTION TO ELECTRONIC MEDIA

(Journalism - Complementary Course)

(2019 to 2023 Admissions - Supplementary)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Mass Communication.
2. Gatekeeping.
3. Staccato lead.
4. Broadcast Journalism.
5. Radio Alakal.
6. BIG FM
7. Low profile DJ.
8. Sports Broadcasting technology.
9. Media Convergence.
10. Cyber terrorism.
11. Mention.
12. Micro-content.
13. Pinterest.
14. Jasmine Revolution.
15. Propaganda.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the differences between print and broadcast news?
17. Explain the importance of music in radio.

18. Explain the fundamentals for writing news in radio.
19. What are the different types of radio interview?
20. Enumerate the strengths of internet as a medium of communication.
21. What are the three major elements of media convergence? Discuss.
22. What are the criteria that makes a news a breaking news story?
23. Explain the methods by which media outlets use social media for news gathering?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Compare and contrast the advantages of radio and television as mass media.
25. Trace the history and evolution of internet as a medium of communication.
26. The language and style of online journalism is different from traditional media. Discuss.
27. Social media has played a decisive role in election campaigns in many world countries including India. Analyse the statement by considering the role of social media in US presidential elections and Indian parliamentary elections

(2 × 10 = 20 Marks)
