

15U555

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Name:

Reg. No.....

FIFTH SEMESTER B.A DEGREE EXAMINATION, OCTOBER 2017

(CUCBCSS-UG)

CC15U FEN5 B08-FUNCTIONAL ENGLISH FOR PRINT MEDIA

(Functional English - Core Course)

(2015 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

I. Answer **all** the questions. Each question carries 1 mark.

1. a) ----- is the medium of communication.

(Channel, Source, Message)

b) A ----- is an embarrassing mistake committed over radio or print media.

(Bloopers, Bleed, Barker)

c) The masthead is also referred to as -----

(Imprint, Headline, Banner)

d) The preliminary layout of a newspaper page is called-----

(Embargo, Dummy, Freelance)

2. a) S in SMCR stands for -----

(Source, Sender, Speed)

b) The Associated Press is a----- based agency.

(Russian, Indian, American)

c) Encoding is the act of ----- a message.

(Sending, Producing, Receiving)

d) ----- give detailed information about a product or institution.

(Newsletters, Brochures, Posters)

3. a) A particular subject or topic that a reporter covers is called-----.

(Break, Beat, Banner)

b) A line of type identifying the page on or from which a newspaper story is continued is called -----.

(Cutline, Creditline, Jumpline)

c) The Latin word Communis means-----.

(Community, Communication, Common)

d) ----- is the oldest form of electronic media.

(Television, Radio, Internet)

(12x1=12 marks)

II. Answer **any nine** questions. Each question carries 2 marks.

4. Intrapersonal communication
5. Artwork
6. Feedback
7. Noise
8. Functions of Mass Media
9. Tabloid
10. Op-ed
11. Scoop
12. Byline
13. Yellow journalism
14. Citizen journalist
15. New media

(9x2=18 marks)

III. Answer **any six** questions. Each question carries 5 marks.

16. Editorial
17. Media convergence
18. Mass communication
19. Internet
20. News structure
21. Book review
22. Elements of communication
23. News agencies
24. Sub-editing
25. Headlines

(6x5=30 marks)

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

26. Non- verbal communication
27. Feature writing
28. Journalistic writing v/s creative writing
29. Electronic media

(2x10=20 marks)
