

**16U555**

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Name: .....

Reg. No.....

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2018**

(CUCBCSS-UG)

**CC15U FEN5 B08 - FUNCTIONAL ENGLISH FOR PRINT MEDIA**

(Functional English - Core Course)

(2015 – Admission onwards)

Time: Three Hours

Maximum: 80 Marks

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

1. (a) ----- is an article which gives the message or opinion of the newspaper on a topic.  
(Editorial, Column, News report)
- (b) Contemplation is an example for ----- communication.  
(Oral, Interpersonal, Intrapersonal)
- (c) ----- is the oldest of the traditional printing techniques.  
(Lithography, Letter press, Gravure)
- (d) ----- is the act of understanding a message.  
(Decoding, Encoding, Feedback)
2. (a) Eye contact is an example for ----- communication.  
(Verbal, Non-verbal, Formal)
- (b) ----- is an organization that gathers news reports and provides news coverage to subscribing news organisations.  
(News paper, News agency, Tabloid)
- (c) Offset technology was developed in 1990's in -----  
(United States, Russia, Germany)
- (d) ----- is the main headline on the top of a page covering all columns.  
(Lead, Banner, Blurb)
3. (a) Communication between two or more individuals is called -----  
communication.  
(Interpersonal, Intrapersonal, Mass)
- (b) The first paragraph or first several sentences of a newspaper story is known as -----  
(Lead, Headline, Profile)
- (c) Reuters was founded in ----- in 1851 by Paul Julius Reuter.  
(London, Russia, France)
- (d) The name of a news story's author, usually put at the start of the article is known as -----  
(Byline, Masthead, Blockline)

**(12 x 1 = 12 Marks)**

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

- |                                 |                            |
|---------------------------------|----------------------------|
| 4. Proxemics.                   | 10. Headlines.             |
| 5. Interpersonal communication. | 11. Citizen journalist.    |
| 6. DTP.                         | 12. Tabloid.               |
| 7. News.                        | 13. Lithography.           |
| 8. Article.                     | 14. Sub-editing.           |
| 9. Feedback.                    | 15. Gate Keeping in media. |

**(9 x 2 = 18 Marks)**

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

16. Media convergence.
17. Oral communication.
18. Newspaper layout.
19. Functions of mass communication.
20. Hour glass news structure.
21. News agencies.
22. Various types of leads.
23. Feature pages.
24. Draft an editorial on a relevant issue.
25. Journalistic writing.

**(6 x 5 = 30 Marks)**

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

26. Define communication and explain various types of communication.
27. New media and its advantages.
28. The scope of electronic media.
29. Discuss various types of mass media and their characteristics.

**(2 x 10 = 20 Marks)**

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