

**18U532**

(Pages: 2)

Name: .....

Reg. No. ....

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2020**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

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

(Functional English - Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:

1. (a) S in SMCR stands for \_\_\_\_\_  
(Source, Sender, Speed)
- (b) The Indian Parliament passed RTI in \_\_\_\_\_  
(2005, 2006, 2007)
- (c) The first newspaper in India was \_\_\_\_\_  
(Punjab Mirror, Azad Hind, The Bengal Gazette)
- (d) *Basic News Writing* was written by \_\_\_\_\_  
(Melvion Mencher, Carole rich, David Wainwright)
2. (a) Decoding is an act of \_\_\_\_\_ message.  
(producing, sending, receiving)
- (b) Reuters is a \_\_\_\_\_ based News Agency.  
(British, American, French)
- (c) \_\_\_\_\_ is the study of the communicative dimension of facial and body.  
movements  
(Mimicry, Kinesics, Polemics)
- (d) Who is the present minister of Information and Broadcasting in India.  
(Smriti Irani, Prakash Javadekar, Rajwardhan Singh Rathore)
3. (a) The right to access internet was declared in India \_\_\_\_\_  
(2017, 2018, 2019)
- (b) Communication within an individual is \_\_\_\_\_ communication.  
(personal, intrapersonal, interpersonal)
- (c) FM means \_\_\_\_\_ modulation.  
(Frequent, Frequency, Frail)
- (d) VLF stands for very \_\_\_\_\_ frequency.  
(Light, Low, Long)

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

II. Answer any *nine* of the following in two or three sentences each:

- |                   |                      |
|-------------------|----------------------|
| 4. RJ             | 10. Twitter.         |
| 5. Headline.      | 11. WWW              |
| 6. Feedback.      | 12. Haptics.         |
| 7. Press release. | 13. Prasar Bharathi. |
| 8. Freelance.     | 14. Breaking news.   |
| 9. New Media.     | 15. Beat.            |

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

III. Write a short essay of about 100 words each on *six* of the following:

16. News structure
17. Editorial.
18. Reviews.
19. News agencies.
20. Freedom of press.
21. Types of leads.
22. Periodical writing.
23. Censorship.
24. Newspaper layout.
25. Journalistic writing vs Creative writing.

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

IV. Write an essay of about 300 words each on any *two* of the following:

26. Types of communication.
27. Mass media.
28. Print media.
29. Making of a newspaper.

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

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