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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS – UG)

CC17U JOU1 C02 & CC17U JOU2 C02

INTRODUCTION TO ELECTRONIC MEDIA & RADIO AND TELEVISION

(Journalism - Complementary Course)

(2017, 2018 Admissions - Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

(Part I and Part II must be attended separately)

Section A

Answer *all* questions. Each question carries ½ mark.

Part I

1. Who invented Radio?
(Heinrich Rudolph Hertz, Nikola Tesla, Guglielmo Marconi, William Hawlein)
2. When was T.V begun?
(1930, 1940, 1950, 1960)
3. As compared to sound waves frequency of radio waves is (lower, higher, equal, may be higher or equal)
4. The originator of the phrase 'press is, the fourth estate' is _____
(North Cliff, Edmund Burke, Lord Macaulay, Rudyard Kipling)
5. The aspect ratio for a wide screen is _____
(5:10, 4:3, 27 inches, 16:9)
6. In what stage is the actual video recorded?
(Post production, Production, Pre production, Distribution)

(6 × ½ = 3 Marks)

Part II

7. A large size headline across the entire page is called _____
(Deck, kicker, banner, lead)
8. The key Narrator of a newscast or program is called _____
(editor, anchor, announcer, broadcaster)
9. Continuation of a story on another page is called _____
(carried, jumb, bleed, bouncer)

10. S.M.C.R. is a well known _____
 (communication theory, communication method, communication strategy, communication model)
11. A story appearing with the name of the writer is called _____
 (byline, credit line, print line, logline)
12. Communication audit is commonly employed in the field of _____
 (advertising, public relations, newspaper publishing, broadcasting)

(6 × ½ = 3 Marks)

Section B

Answer any *five* questions. Each question carries 2 marks.

Part I

13. Lead
 14. Infotainment
 15. Barriers of communication
 16. Grapevine communication
 17. Gate keeping
 18. FM & AM

(5 × 2 = 10 Marks)

Part II

19. Online Radio
 20. Teleprompter
 21. Voice Over
 22. PCR
 23. TV Magazines
 24. Radio drama

(5 × 2 = 10 Marks)

Section C

Answer any *three* questions. Each question carries 5 marks.

Part I

25. What are the different types of communication?
 26. Explain in brief the uses and gratification theory.
 27. Explain the different types of news.
 28. Explain Aristotle's model of communication.

(3 × 5 = 15 Marks)

Part II

29. Explain the organization set up of AIR.
 30. What are the basic elements of a radio programme?
 31. Explain the structure of a TV news
 32. Explain the different types of TV programmes.

(3 × 5 = 15 Marks)

Section D

Answer any *one* question. Each question carries 12 marks.

Part I

33. Explain the importance of channel in effective communication in any one mass media of your choice.
 34. Explain the brief history of radio with the scope and limitation of radio.

(1 × 12 = 12 Marks)

Part II

35. Explain the relevance of webcasting and online TV in the current scenario.
 36. Explain the characteristics of different types of mass media.

(1 × 12 = 12 Marks)
