

19U532S

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Name:

Reg. No:

FIFTH SEMESTER B.A DEGREE EXAMINATION, NOVEMBER, 2021

(CUCBCSS-UG)

CC15U FEN5 B08 - FUNCTIONAL ENGLISH FOR PRINT MEDIA

(Functional English - Core Course)

(2015 to 2018 Admissions – Supplementary/Improvement)

Time: 3 Hours

Maximum: 80 Marks

I. Answer the following bunches of questions.

A. Fill in the blanks choosing the correct answer from the brackets

1. Name of the reporter printed at the top of the news story is called _____
(Byline, Credit line, Top line)
2. _____ is the act of understanding the message.
(Decoding, Encoding, Feedback)
3. The first paragraph or first several sentences of a newspaper story is known as
(Headline, Profile, Lead)
4. Eye contact is an example for _____ communication.
(Verbal, Non-verbal, Formal)

B. Match the following:

- | | | |
|--------------|---|----------|
| 5. Monotype | – | Editing |
| 6. Middle | – | Printing |
| 7. Banner | – | Humour |
| 8. Rewriting | – | Headline |

C. Fill in the blanks choosing the correct answer from the brackets

9. The press is also referred to as _____ Estate
(Second, Third, Fourth)
10. The Associated Press is a _____ based agency.
(Russian, Indian, America)
11. _____ is the oldest form of electronic media.
(Television, Radio, Internet)
12. Communication within an individual is _____ communication
(Interpersonal, Intrapersonal, Personal)

(12 × 1 = 12 Marks)

II. Answer any *nine* following questions in one or two sentences each.

13. Citizen journalist
14. What is scoop in Journalism?
15. Define mass media.
16. What is noise in communication?
17. What are hand outs?
18. Media convergence
19. What is gutter?
20. Explain the term linotype.
21. What is 'channel' in communication?
22. What is new media?
23. Yellow journalism
24. Twitter.

(9 × 2 = 18 Marks)

III. Answer any *six* of the following questions in a paragraph of 100 words each.

25. Interpersonal communication.
26. Book review.
27. Mass communication.
28. Journalistic writing v/s Creative writing.
29. Editorials.
30. Features.
31. Television as a mass media.
32. News story formats.
33. Headlines.
34. News elements.

(6 × 5 = 30 Marks)

IV. Answer any *two* of the following questions in 300 words.

35. Write an essay on makeup and page design.
36. Process and elements of communication.
37. Types of mass media and their characteristics.
38. Special leads with examples.

(2 × 10 = 20 Marks)
