

20U228

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Name:

Reg.No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU1(2) C02 - INTRODUCTION TO ELECTRONIC MEDIA

(Journalism - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* question. Each question carries 2 marks.

1. Sender.
2. Status Conferral.
3. News sources.
4. Akashvani.
5. Regional radio.
6. Radio Mango.
7. Radio news bulletins.
8. Sportscast.
9. HTML
10. Hypertext.
11. Phishing.
12. Privacy.
13. Social media.

14. Mohamed Bouazizi.
15. Propaganda.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* question. Each question carries 5 marks.

16. What are the differences between print and broadcast news?
17. Analyze the organisational set up of a radio station.
18. Explain the fundamentals for writing news in radio.
19. Discuss the major classifications of radio disc jockeys.
20. What are the three major elements of media convergence? Discuss.
21. Discuss in detail the online tools for news gathering.
22. What are the points to be noted while covering a breaking news story?
23. Explain the methods by which media outlets use social media for news gathering.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Compare and contrast the advantages of radio and television as mass media.
25. What are the important elements of a radio programme? Discuss.
26. Trace the history and evolution of internet as a medium of communication.
27. The language and style of online journalism is different from traditional media. Discuss.

(2 × 10 = 20 Marks)
