

**18U645**

(Pages: 2)

Name: .....

Reg. No.....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**CC15U FEN6 B12 - FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA**

(Functional English – Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:

1. (a) Radio waves were first identified and studied by \_\_\_\_\_  
(Heinrich Hertz, Guglielmo Marconi, Samuel Morse)
- (b) \_\_\_\_\_ is a form of commercial advertising on broadcast media that promotes a program to be aired on the network.  
(ad-lib, promo, pop-up)
- (c) \_\_\_\_\_ TV offers the possibility of streaming the program contents continuously.  
(Cable, IPTV, HDTV)
- (d) Doordarsan switched over to colour transmission on 15 August \_\_\_\_\_  
(1971, 1982, 1985)
2. (a) \_\_\_\_\_ is the oldest form of electronic media.  
(TV, Radio, Tape –recorder)
- (b) FM is used worldwide to provide high \_\_\_\_\_ sound over broadcast radio.  
(frequency, fidelity, foundation)
- (c) \_\_\_\_\_ interview is a kind of interview that is conducted outside the studio.  
(spot, field, studio)
- (d) \_\_\_\_\_ is the basic unit of an image displayed on a computer or TV screen.  
(Aspect, Dolly, Pixel)
3. (a) In HDTV the increased \_\_\_\_\_ provides for a clearer, more detailed picture.  
(Definition, resolution, standard)
- (b) ISBS stands for Indian State Broadcasting \_\_\_\_\_  
(System, society, service)
- (c) All India Radio introduced the first daily news bulletin in \_\_\_\_\_  
(1936, 1934, 1939)
- (d) Decoding is the act of \_\_\_\_\_ the message.  
(Deciphering, producing, receiving)

**(12 × 1 = 12 Marks)**

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

4. Programmes for Specific Audiences.
5. Phone –in shows.
6. Tele Films.
7. Radio Jockeys.
8. Story board.
9. Dead Air.
10. Encoding.
11. Infomercials.
12. Vividh Bharati.
13. ECU
14. Writing for the Web.
15. Glitch.

**(9 × 2 = 18 Marks)**

III. Answer any *six* of the following in about 100 words each:

16. Modulation.
17. Digital Radio.
18. Media Convergence.
19. Technical Writing.
20. Media Ethics.
21. Kinds of camera movement.
22. Social networking and journalism.
23. HDTV
24. Structure and format of Radio News.
25. Features of E-Books.

**(6 × 5 = 30 Marks)**

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

26. Write a documentary on the theme women empowerment.
27. Explain the Basics of TV Program Production.
28. Characteristics of Broadcast writing.
29. Role of Functional English in New Media.

**(2 × 10 = 20 Marks)**

\*\*\*\*\*