

21U231

(Pages: 2)

Name: .....

Reg.No: .....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU1 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* questions. Each question carries 2 marks.

1. Interpersonal Communication.
2. Blogging.
3. Banner headline.
4. Akashvani.
5. Radio interview.
6. Personality DJ.
7. Outside broadcasts.
8. Tim Berners Lee.
9. Hypertext.
10. Trojan Attack.
11. Digital journalism.
12. Infoxicate.
13. Online sourcing.
14. Zine El Abidine Ben Ali.
15. Propaganda.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. What are the differences between print and broadcast news?
17. Identify the differences between AM and FM radio broadcast.
18. Explain the features of Online radio.
19. Discuss the importance of sound effects in radio.
20. What are the three major elements of media convergence? Discuss.
21. What are the points to be noted while covering a breaking news story?
22. Explain the methods by which media outlets use social media for news gathering.
23. Explain the benefits of social media in Public relations.

**(Ceiling: 35 Marks)**

**Part C** (Essay questions)

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

24. Define mass communication and explain its characteristics.
25. FM radio stations have changed the old notion of radio as a medium for imparting information. Discuss.
26. Discuss the ways in which Internet has revolutionized the communication process.
27. Social media has conquered every sphere of communication. Analyse the statement by assessing the influence of social media in our day- to-day lives.

**(2 × 10 = 20 Marks)**

\*\*\*\*\*