

21U245S

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Name:

Reg. No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(CUCBCSS-UG)

CC17U JOU1 C02 & CC17U JOU2 C02 - INTRODUCTION TO ELECTRONIC MEDIA

AND RADIO AND TELEVISION

(Journalism – Complementary course)

(2017, 2018 Admissions -Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

SECTION A

Answer *all* questions from each part. Each question carries ½ mark.

PART I

1. The term IP address is associated with _____. (Internet, Radio, TV, Multimedia)
2. The practice of suppressing a text or a part of it that is considered objectionable is called _____. (Circulation, Clutter, Censorship, Campaign)
3. The on-camera person who reads the script for an entertainment show is known as _____ (News-reader, Anchor, Reporter, Editor)
4. Expansion of BBC is _____.
(Broadband Based Communication, British Broadcasting Corporation, British Broadcasting Company, Bandwidth and Broadband Company, Blogs, Byline & Contrast)
5. Al- Jazeera is based in _____. (U.S, France, Doha, Singapore)
6. Is a social networking site. (Facebook, YouTube, Vimeo, WordPress)

(6 × ½ = 3 Marks)

PART II

7. Who invented TV?
(J L Baird, Edison, Einstein, G. Macroni)
8. “Go Beyond Borders” is the slogan of U_____.
(CNN, MMTV, NDTV, Mathrubhumi News)
9. ‘Vidheyan’ was directed by _____.
(Adoor Gopalakrishnan, Fazil, Samir Thahir, Anjali Menon)
10. Was the first film of Satyajit Ray. (Pather Panjali, Devi, Do Bheega Zameen, Zubeida)
11. is referred to as “theatre of the mind”. (Interview, Talk show, Radio drama, OB)
12. Shot from the vantage of the eyes of the character is called _____.
(Low angle, Over the shoulder, Point of view, Dolly)

(6 × ½ = 3 Marks)

(1)

Turn Over

SECTION B

Answer any *five* questions from each part. Each question carries 2 marks.

PART I

13. MeToo campaign
14. Editorial
15. Jingle
16. Decoding
17. Source
18. Banner Headline

(5 × 2 = 10 Marks)

PART II

19. FM
20. OB
21. Prime Time
22. Screenplay
23. Biopic
24. Art director

(5 × 2 = 10 Marks)

SECTION C

Answer any *three* questions from each part. Each question carries 5 marks.

PART I

25. Compare the scope and limitations of radio and TV.
26. Explain the stages of interpersonal communication.
27. Write short notes on any three OTT platforms.
28. What are the various types of interviews?

(3 × 5 = 15 Marks)

PART II

29. What is a radio magazine?
30. What are the various types of news?
31. What are the characteristics of online media?
32. How to write news stories for radio?

(3 × 5 = 15 Marks)

(2)

SECTION D

Answer any *one* question from each part. Each question carries 12 marks.

PART I

33. Has the internet revolution and presence of online radio led to its wider reach amongst the audience? Elucidate with examples.
34. Write an essay about your favourite TV reality show.

(1 × 12 = 12 Marks)

PART II

35. Explain the organisational structure of a radio station.
36. Trace the evolution of satellite TV and 24*7 news channels in Kerala.

(1 × 12 = 12 Marks)

(3)