

19U631

(Pages: 2)

Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(CBCSS - UG)

CC19U FEN6 B12 - ELECTRONIC MEDIA

(Functional English - Core Course)

(2019 Admission - Regular)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. List the advantages of electronic media.
2. What is meant by conversational style?
3. Briefly explain Krishi Darsan.
4. "Radio is a ubiquitous medium"- explain.
5. Why is radio called a 'cheap medium'?
6. Who are radio jockeys?
7. Name two characteristics of television which makes it an ideal medium for the telecast of sports events.
8. Write briefly "Demonstration" as a television genre.
9. Explain in two or three sentences video editing in Television Programming.
10. How is a TV talk show constructed?
11. Silhouette Lighting.
12. Write any two advantages of Media Convergence.
13. Write four major characteristic of e journal.
14. Email advertising.
15. Define Public relations.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Examine the importance of the External Services Division of All India Radio.
17. Write in detail new trends in Television Broadcasting.
18. Exemplify the various types of radio interviews.
19. Write a short note on the radio news bulletin.
20. Explain in detail different types of Camera Movements.
21. Write a brief note on Reality shows in Television.
22. Write a brief note on cyber journalism.
23. Discuss the characteristics of new media writing in relation to blogs.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Discuss in detail the history of new media.
25. What are the rules to be followed while scripting radio news?
26. Write a brief note on Lay out of News Scripting with an example.
27. Elaborate the characteristics of online journalism.

(2 × 10 = 20 Marks)
