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Name:

Reg. No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022

(CUCBCSS-UG)

CC15U FEN6 B12 – FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

(Functional English – Core Course)

(2016 to 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following questions. Each question carries 1 mark.

1. (a) _____ was the first Controller of Broadcasting in India.
(Lionel Fielden , John Baird, Dr Rajendra Prasad)
- (b) Prasarbharathi was introduced in the year _____
(1997, 1976, 1982)
- (c) Name the first product to be advertised in indian television.
(Nirma washing powder, Maggi noodles, Pears baby soap)
- (d) When the head lines are repeated at the end of a news bulletin, they are termed _____
(Wrap, Teaser, Lead)
2. (a) The word used to identify a news story is called _____
(Lead, Slug, Rundown)
- (b) In 1976, television was separated from radio and was given a new name called
(Doordarshan, Akashvani, AIR)
- (c) _____ is made up of sequences of sketches outlining the plan of the programme.
(Shooting script, Storyboard, Camera script)
- (d) _____ is a rapid succession of edits compiled to make a sequence in the
process of editing.
(Mode, Cut, Juxtaposition)
3. (a) FM stands for _____
(Frequency Monitor, Frequency Method, Frequency Modulation)
- (b) All India Radio introduced its first daily news bulletin in _____
(1937, 1936, 1939)
- (c) _____ is a type of blogging, featuring very short posts.
(Micro blogging, Reverse blogging, Web blogging)
- (d) _____ is a spontaneous, unrehearsed expression of ideas and comments on
an on- going activity.
(Anchoring, Adversarial, Ad libbing)

(12 × 1 = 12 Marks)

II. Answer any *nine* questions. Each question carries 2 marks.

4. Define Communication.
5. Chroma key effect.
6. Actualities.
7. Prasarbharati.
8. Radio Jockeys.
9. Jingles.
10. E- Books.
11. Documentary.
12. DTH
13. Linear Editing.
14. Hum log.
15. Interview.

(9 × 2 = 18 Marks)

III. Answer any *six* questions. Each question carries 5 marks.

16. Write a detailed note on different types of Camera shots.
17. Basic lighting system in television production.
18. Write a brief history of Television with special reference to indian television.
19. All India Radio.
20. What are the different types of television interviews and explain them in detail?
21. Briefly explain “Blogging and its various types”.
22. What are the guidelines for writing for broadcast media?
23. Encoding.
24. Radio Drama.
25. Media convergence.

(6 × 5 = 30 Marks)

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

26. Elaborate “Radio as Mass medium”.
27. Discuss New Media as the new means of mass communication.
28. Write in detail the basics of television production.
29. Explain with example the major characteristics of News in electronic journalism.

(2 × 10 = 20 Marks)
