

22U231

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Name:

Reg.No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU2 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. Written Communication.
2. Newspapers.
3. Walter Kauffman.
4. FM radio broadcast.
5. Radio on your mobile.
6. Semi open questions.
7. Poornam Viswanathan.
8. Webinar.
9. Cyberbullying.
10. Cyber law.
11. TalkWalker.
12. Pile-on structure.
13. Unfriend.
14. Social media activism.
15. Internet Bots.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What are the dysfunctions of mass communication?
17. What are the functions of news?

18. What are the differences between print and broadcast news?
19. Analyze the organisational set up of a radio station.
20. What are the different categories of sound effects used in a radio show?
21. Enumerate the strengths of internet as a medium of communication
22. What are the points to be noted while covering a breaking news story?
23. Explain the methods by which media outlets use social media for news gathering

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. FM radio stations have changed the old notion of radio as a medium for imparting information. Discuss.
25. Trace the history and evolution of internet as a medium of communication.
26. The language and style of online journalism is different from traditional media. Discuss.
27. Social media has played a decisive role in election campaigns in many world countries including India. Analyse the statement by considering the role of social media in US presidential elections and Indian parliamentary elections.

(2 × 10 = 20 Marks)
