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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2019

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND
RADIO AND TELEVISION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any five questions not exceeding 50 word.
Each question carries 3 marks.*

1. Timeliness.
2. News.
3. Electronic media.
4. News sense.
5. Receiver.
6. FM.
7. Voicer.
8. PTC
9. Tag.
10. Headline.

(5 × 3 = 15 marks)

Part B

*Answer any seven questions not exceeding 100 words.
Each question carries 5 marks.*

11. Analyse the disadvantages of Radio as a mass communicator.
12. Explain hour glass style.
13. Television possesses certain advantages over radio. Elaborate.
14. What is intrapersonal communication ?

Turn over

15. Define mass medium.
16. Elucidate the advantages of satellite transmission over terrestrial transmission.
17. What is your favourite programme on radio and explain the reasons for your preferences ?
18. What are the specialities of Television news language with respect to newspaper's language ?
19. Write a note on home video.
20. Explain sensationalism with a recent example.
21. What are the various Television programme formats available ?
22. Examine various types of Television interviews.

(7 × 5 = 35 marks)

Part C

Answer the following questions not exceeding 400 words.

Each question carries 15 marks..

- 23 (a) Trace the origin and development of Television Broadcasting in India.

Or

- (b) Compare *two* Radio channels in terms of their content and presentation.

24. (a) Suggest an innovative Television programme for a channel and discuss its prospects.

Or

- (b) Write a Television news script on a recent issue in Kerala.

(2 × 15 = 30 marks)