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(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION
APRIL 2026**

Functional English

FEN 6B 12—ELECTRONIC MEDIA

(2020 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

I. Answer the following questions in two or three sentences. All questions can be answered. Each question carries 2 marks. (Ceiling - 25 marks) :

- 1 Which are the different types of electronic media ?
- 2 Why does the broadcast media use conversational style ?
- 3 What is New Media ?
- 4 What is a bulletin ?
- 5 What are commercials ?
- 6 What is the role of a radio Jockey ?
- 7 Which are the different bands of radio ?
- 8 What is DTH ?
- 9 What is cookery show ?
- 10 What is media convergence ?
- 11 What is E-Journal ?
- 12 What is meant by immediacy in broadcast ?
- 13 What is online journalism ?
- 14 What is a radio documentary ?
- 15 What is reality show ?

Turn over

II. Answer the following questions in a paragraph. All questions can be answered. Each question carries 5 marks. (Ceiling - 35 marks) :

- 16 Write a note on the History TV.
- 17 Radio as mass medium.
- 18 Mention a few guidelines for good radio script.
- 19 What are the things to be kept in mind while writing for television ?
- 20 Write an essay on different TV programme formats.
- 21 What are the features of Internet TV ?
- 22 Discuss why advertisement is important ?
- 23 What are the things to be kept in mind while writing for web platforms ?

III. Answer any *two* of the following questions in not more than 250 words.

- 24 Examine the role of media in the modern society.
- 25 Write an essay on the new trends in television broadcasting.
- 26 Discuss the emergence and the present condition of radio broadcasting.
- 27 Examine the characteristics of new media.

(2 × 10 = 20 marks)