

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2019**

(CUCBCSS)

Functional English

FEN 6B 12—FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 (a) \_\_\_\_\_ is the oldest form of Electronic Media.  
(Television, Radio, Internet)
- (b) Morse Code was invented by \_\_\_\_\_ Morse.  
(Richard, Samuel, John)
- (c) \_\_\_\_\_ space is a social networking site.  
(Your, My, His)
- (d) Electronic Media uses electronics and \_\_\_\_\_ signals.  
(Digital, Radio, Internet)
- 2 (a) FM means \_\_\_\_\_ modulation.  
(Frequency, Frequent, Free)
- (b) CATV stands for community \_\_\_\_\_ television.  
(Antenna, Angle, Area)
- (c) 'WWW' stands for World Wide \_\_\_\_\_.  
(Web, Wave, Weight)
- (d) Radio News Writing is aimed at the \_\_\_\_\_.  
(Listener, Viewer, Audience)
- 3 (a) ITU stands for International Telecommunication \_\_\_\_\_.  
(Union, Unit, User)
- (b) Broadcast Writing emphasises \_\_\_\_\_.  
(Efficiency, Utility, Views)
- (c) \_\_\_\_\_ is a specific range of frequencies.  
(Web, Band, Channel)
- (d) \_\_\_\_\_ is any person or thing that creates messages.  
(Source, Target, Channel)

(12 × 1 = 12 marks)

**Turn over**

II. Answer any *nine* of the following in two or three sentences each :

- 4 Ghost Writer.
- 5 Yellow Journalism.
- 6 Graphic Editor.
- 7 Channel.
- 8 Correspondent.
- 9 Anchor.
- 10 Radio Jockey.
- 11 Flash News.
- 12 Spot News.
- 13 Marconi.
- 14 You Tube.
- 15 Twitter.

(9 × 2 = 18 marks)

III. Answer any *six* of the following in about 100 words each :

- 16 All India Radio.
- 17 FM Radio.
- 18 Editing.
- 19 Blogging.
- 20 News Reading.
- 21 Television Channels.
- 22 Radio Interviews.
- 23 Radio Drama.
- 24 Telefilms.
- 25 Children on TV.

(6 × 5 = 30 marks)

IV. Answer any *two* of the following in about 300 words each :

- 26 Television as a Mass Medium.
- 27 Basic features of New Media.
- 28 The qualities of a good script writer.
- 29 Social Networks.

(2 × 10 = 20 marks)