

SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION  
JUNE 2020

(CBCSS)

Journalism and Mass Communication

MCJ 2C 03—RADIO AND TELEVISION PRODUCTION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Broadcasting.
- (b) Corpsing.
- (c) Voice of the station.
- (d) Rundown order.
- (e) Bulletin.
- (f) Teaser.
- (g) Podcasting.

(4 × 2 = 8 weightage)

II. Write short essay on any *four* of the following. Each question carries 3 weightage :

- (a) Discuss in detail on Reporting News, Reporting War and Beat Reporting.
- (b) Illustrate and explain the types of Microphone and the basic recording requirements.
- (c) Write a note on Code of Ethics and Broadcasting Standard with desired cases.
- (d) Elucidate briefly on News agencies and their functions.
- (e) Explore the basic Television production requirements according to the genre of production.
- (f) What is the relevance of Radio drama, interview, discussions, music and Phone-in-entertainments in current media scenario ?
- (g) Explain different kinds of Gatekeeping in various media with examples.

(4 × 3 = 12 weightage)

**Turn over**

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Why we need Programming strategy? Explore the different types of programming strategy and policies.
- (b) Illustrate and explain the use of PCR, MCR, OBV with programming objective.
- (c) Explain the various types of television programmes, discuss the structure and genre of the same.
- (d) Explore the various forms of Body Language and appearance for News Anchor and Presenter.

(2 × 5 = 10 weightage)