

**FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS-UG)

Functional English

FEN 5B 08—FUNCTIONAL ENGLISH FOR PRINT MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- (a) 1 Facial expression is \_\_\_\_\_ communication.  
(Verbal, Non-verbal, Personal).
- 2 Cable and satellite television emerged in \_\_\_\_\_.  
(1970's, 1980's, 1990's).
- 3 \_\_\_\_\_ is a type of website maintained by an individual.  
(Facebook, Blog, Whatsapp).
- 4 Television started in India in \_\_\_\_\_.  
(1959, 1960, 1961).
- (b) 5 Communication within an individual is \_\_\_\_\_ communication.  
(Personal, Interpersonal, Intrapersonal).
- 6 Broadcast writing emphasises \_\_\_\_\_.  
(Efficiency, Efficacy, Effectiveness).
- 7 \_\_\_\_\_ is a fraudulent story.  
(Hoax, Faux, Morgue).
- 8 The first true newspaper is \_\_\_\_\_.  
(*The Bengal Gazette, The Kerala Gazette, The Gazette*).
- (c) 9 M.V. Kamath is known for his writings in \_\_\_\_\_.  
(Crime, Journalism, Fiction).
- 10 \_\_\_\_\_ is related to keeping a distance.  
(Proximity, Proxemics, Proxy).
- 11 Samuel Morse invented Morse \_\_\_\_\_.  
(Cable, Code, Cathode).
- 12 \_\_\_\_\_ is the most cost effective mass medium.  
(Radio, Television, Newspaper).

(12 × 1 = 12 marks)

Turn over

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

- |                       |                         |
|-----------------------|-------------------------|
| 13 RJ.                | 14 TCP.                 |
| 15 DTH.               | 16 Writing for media.   |
| 17 Lead Para.         | 18 Telephone interview. |
| 19 FM.                | 20 AIR.                 |
| 21 New Media.         | 22 Banner.              |
| 23 The Fourth Estate. | 24 Source.              |

(9 × 2 = 18 marks)

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

- |                       |                              |
|-----------------------|------------------------------|
| 25 Communication.     | 26 RTI.                      |
| 27 Media imperialism. | 28 The Internet.             |
| 29 Paid news.         | 30 Non-verbal Communication. |
| 31 Censorship.        | 32 Film Review.              |
| 33 News reporting.    | 34 Asianet.                  |

(6 × 5 = 30 marks)

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

- |                            |                           |
|----------------------------|---------------------------|
| 35 Types of communication. | 36 Mass media.            |
| 37 Print media.            | 38 Making of a newspaper. |

(2 × 10 = 20 marks)