C 24832

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Name..

Reg. No...................................

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2017

(CUCBCSS—UG)

Complementary Course

JOU 1C 02—INTRODUCTION TO ELECTRONIC MEDIA

AND

JOU 2C 02—RADIO AND TELEVISION

Time : Three Hours   Maximum : 80 Marks

Section A

Answer **all** *the following.*
(Part I and Part II must be attended separately).

PART I

1. PTI stands for ————.

2. The process of filtering a messages from source to receiver is ————.

3. News paper half the size of a broad sheet is called ————.

4. Satellite Instructional Television Experiment (SITE) programme was the brain child of ————.

5. The Prasar Bharati Act came into force on ————.

6. A local reporter is also called as ————.

(6 × ½ = 3 marks)

PART II

7. A signal travelling directly from transmitter antenna to the receiver antenna is called ————.

8. Expand VHS ————.

9. "Bahujana Hitaya Bahujan Sukhasya" is the slogan of ————.

10. Malayalam radio broadcast started in the year ————.

11. The first controller of broad casting in India was ————.

12. The first private Malayalam television channel in Kerala is ————.

(6 × ½ = 3 marks)

Section B

Answer any **five** *of the following from each part.*

PART I

13. News room.

14. Story Board.

Turn over

15. MIDI.

16. Leader.

17. Bleed.

18. Interpersonal communication.

(5 × 2 = 10 marks)

Part II

19. VU.

20. Decibel.

21. Linear Editing and Non-Linear Editing.

22. Amplitude Modulation.

23. Ad-libbing.

24. Simulcast.

(5 × 2 = 10 marks)

Section C

Answer any **three** *of the following from each Part.*

Part I

25. Give an Introduction to Linear Editing and Non-Linear Editing.

26. Explain the functions and dysfunctions of mass communication.

27. Elucidate the various types of news.

28. What are the different types of mass media ?

(3 × 5 = 15 marks)

Part II

29. Explain narrowcasting.

30. Why Radio is described as the theatre of mind.

31. Write short notes on Sound Forge and Final Cut Pro.

32. List the main characteristics of television.

(3 × 5 = 15 marks)

Section D

Answer any **one** *of the following from each part.*

PART I

33. Compare the presentation styles of Public service broadcasters with that of Private FM radio stations.

34. Discuss the effects of media on children.

(1 × 12 = 12 marks)

PART II

35. Critically evaluate the news analysis programmes of Malayalam Television.

36. Convergence of radio and new media is in the offing. Discuss.

(1 × 12 = 12 marks)