

C 4467

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Name.....

Reg. No.....

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type Questions)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Noise.
2. Timeliness.
3. Lead.
4. Club FM.
5. ISBS.
6. Radio on Mobile.
7. Radio Jockey.
8. SFX.
9. Frequency Modulation.
10. ARPANET.
11. HTML.
12. India against Corruption.
13. Cyber terrorism.
14. Media convergence.
15. IT Act.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Briefly explain the nature and functions of communication.
17. Explain the structure of a news story.
18. Write a short note on Community Radio.
19. What are the characteristics of radio ?

Turn over

20. Write a short note on radio news reading and presentation.
21. Explain any three characteristics of the Internet.
22. What are the news determinants in cyberspace ?
23. How can social media be used for Public Relations ?

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is social media activism ? How can the New Media used for Political Communication and Propaganda ?
25. Write a critique on cyber laws in India.
26. Explain the organizational set-up of AIR.
27. Define communication. Explain in detail how Internet can be considered as a medium of communication.

(2 × 10 = 20 marks)