

C 43286

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

Mass Communication and Journalism

JOU 1 (2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Each question carries 2 marks each.**Ceiling 25 Marks.*

1. Hypertext.
2. Red FM.
3. Viacom 18.
4. In Shorts.
5. Wide Angel.
6. VJ.
7. Soaps.
8. Instagram.
9. Blogs.
10. Headline.
11. Main story.
12. Nidhi Razdaan.
13. Aakashvaani.
14. Netflix.
15. PTC.

Turn over

Section B

Each question carries 5 marks each.

Ceiling 35 Marks.

16. Explain the characteristics and functions of Communication.
17. What is News ? Explain the different determinants of news.
18. Explain the organizational structure of a private sector television broadcasting unit.
19. What is a outdoor broadcasting ? Explain the benefits of outdoor broadcasting.
20. What are the important factors to keep in mind while writing a script for a televised program.
21. Explain briefly the concept of MOJO.
22. Discuss the pointers for conducting a good interview.
23. What is the characteristics of new media ?

Section C

Answer any two out of four.

Each question carries 10 marks.

24. Discuss the language and style used for online journalism with relevant examples.
25. How is social media used for the propagating political messages during elections ?
26. Elaborate on the challenges that Folk media forms face in contemporary times.
27. Analyze the role of media as a tool for Public Relations. Explain citing instances from the recent past.

(2 × 10 = 20 marks)