

D 10423

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Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 5D 01(II)—BROADCAST JOURNALISM

(2014 Admissions)

Time : Two Hours

Maximum : 40 Marks

Part A*Write short notes on any **five** questions each not exceeding 25 words.**Each question carries 2 marks.*

- | | |
|---------------------|-------------------------|
| 1. PCR. | 2. Video Jockeying. |
| 3. Vividh Bharati. | 4. DTH. |
| 5. NDTV. | 6. ENG. |
| 7. Piece to camera. | 8. Writing for the ear. |
| 9. Lead in. | |

(5 × 2 = 10 marks)

Part B*Answer any **three** questions each not exceeding 100 words.**Each question carries 5 marks.*

10. What are the main elements of radio production ? Also list different popular audio program formats.
11. Comment on the potential of television as a mass-media.
12. "Sound is important for establishing mood and intensifying an event". Discuss.
13. Give a short note about the evolution of broadcasting, with special reference to Indian context.
14. Briefly, describe the organizational structure of a Radio Station.
15. Suggest fresh ideas for two new radio programs. Also mention their target audiences and reasons for their possible success.

(3 × 5 = 15 marks)

Turn over

Part C

*Answer any **one** question not exceeding 400 words.*

The question carries 15 marks.

16. Illuminate the need for 'planning' in any broadcast production. Also describe the importance of 'shooting/recording schedules' for production.
17. Write a TV News script in split page format for a 90 seconds news story about the inauguration of an airport nearby, which was attended by two Central Ministers and the State Chief Minister amidst COVID protocols. Which are the sources that you contact for details and Why ?

(1 × 15 = 15 marks)