

17UVSCT2002

B.SC. DEGREE EXAMINATION, APRIL 2018
I YEAR - II SEMESTER
Core Major- Paper II - UNDERSTANDING
THE COMMUNICATION MEDIA

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10marks$)

Answer any **TEN** questions

1. Mass media.
2. Readership.
3. News Editor.
4. Byline.
5. Anchor.
6. BBC.
7. "Live News"
8. Broad cast.
9. Bulletin.
10. Desk man.
11. Cue sheet.
12. RTI.

Section B ($5 \times 4 = 20marks$)

Answer any **FIVE** questions

13. List The News values.
14. Inverted pyramid-Explain.
15. Discuss the yellow journalism?
16. Describe the elements of radio programme?
17. What are all the News sources for Television shows/news.
18. impact of 24 x 7 live news channels on Audience.
19. "Joshi committee" - Brief note.

P.T.O.

Section C ($3 \times 10 = 30marks$)

Answer any **THREE** questions

20. Differentiate Hard news & Soft news with proper Examples.
21. The growth and development of Television in India.
22. Briefly discuss the penny press and jazz journalism?
23. "Television News are sensational and Violating its ethics" - Your opinion.
24. Illustrate the Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression.