

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023****(Supplementary - 2017 Admission)****FUNCTIONAL ENGLISH****AFEN6B12T: FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries 1 mark****Multiple Choice:**

1. HTML is-----
 

A) Hyper Transmission of Mixed Language	B) Hyper Text Mark up Language
C) Home Transmission Medium Line	D) High Tension Mobile Loop
2. The "Electronic Age" displaced the Age of ----- in the twentieth century.
 

A) Print	B) Twitter	C) Digital Revolution	D) TV
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3. .... in the 1950s brought to 'common awareness the fact that culture, social evolution, and technology are intrinsically intertwined'.
 

A) Raymond Williams	B) Marshall McLuhan	C) Stuart Hall	D) Antonio Gramsci
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4. .... is the conversion of any kind of data (text, images, sound, graphics) into an electronic language that can be used by computers or other digital systems.
 

A) Digitization	B) Streaming	C) Buffering	D) Phishing
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5. The All India Radio (AIR) was established in .....
 

A) 1976	B) 1936	C) 1932	D) 1922
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6. .... is a service that delivers television programming to viewers by relaying it from a communication satellite orbiting the Earth directly to the viewer's location.
 

A) Jingle	B) Encryption	C) Satellite television	D) Circuiting
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7. .... is an online social networking site.
 

A) Facebook	B) Orkut	C) MySpace	D) All of these
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8. HTTP is.....
 

A) High Tension Transfer Point	B) Hyperactive Text Transporting Patch
C) Hyper Transcript Transfer Procedure	D) Hyper Text Transfer Protocol
9. .... is a digital book having the appearance of a traditional paper book but with its content stored digitally.
 

A) Print Media	B) E-Learning	C) Electronic book	D) E-Broadcasting
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**(PTO)**

10. .... is to efface an offensive word or phrase uttered on radio or television.
- A) Bleep out                      B) Blitz                      C) Blacklist                      D) Blow up
11. Simultaneous broadcast of a program by radio and television, or by any of these together with an Internet site is called .....
- A) Broadcast                      B) Simulcast                      C) Webcast                      D) Simulation
12. The author of *The Medium is the Massage* is .....
- A) Marshall McLuhan      B) Noam Chomsky      C) Emile Durkheim      D) J.T. McNelly

(12 × 1 = 12 Marks)

**PART B: Write short notes on any nine questions. Each carries 2 marks.**

13. Broadcasting
14. Phishing
15. Mass media
16. RJ
17. E-Journal
18. Information superhighway
19. Media convergence
20. IPTV
21. Flash news
22. FM
23. Weblog
24. Clutter

(9 × 2 = 18 Marks)

**PART C: Write a paragraph on any six questions. Each carries 5 marks.**

25. TV scripting
26. Digital Revolution
27. Documentaries and Telefilms
28. DD and AIR
29. Web writing
30. Phone in shows and interviews
31. Profile writing
32. Cable transmission
33. Interactivity and Information system
34. Brief history of Radio

(6 × 5 = 30 Marks)

**PART D: Answer any two questions. Each carries 10 marks.**

35. Characteristics of broadcast writing
36. Radio as mass medium
37. TV program Production
38. Social Networking

(2 × 10 = 20 Marks)