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**SIXTH SEMESTER B. A. DEGREE EXAMINATION, APRIL 2023**

**(Regular/Improvement/Supplementary)**

**FUNCTIONAL ENGLISH**

**GFEN6B12T: ELECTRONIC MEDIA**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries two marks.**

**(Ceiling 25 Marks)**

1. What is broadcasting?
2. What is a slugline?
3. Write a short note on AIR.
4. Write the following statement in correct broadcast script format:  
Barack Obama at the age of 47 becomes the 44<sup>th</sup> President of the United States of America.  
Obama won 332 electoral votes.
5. One chance medium
6. DAB
7. Ham Radio
8. DTH
9. IP TV
10. What is an anchor byte?
11. What is staggering?
12. Satellite TV
13. Information superhighway
14. Name any four major e journals.
15. Corporate image building.

**SECTION B: Answer the following questions. Each carries five marks**

**(Ceiling 35 Marks)**

16. List out some of the major rules to be followed while writing a broadcast script.
17. Write a short note on DD.
18. Which are the limitations of radio as a medium of communication?
19. Write a note on features of radio news bulletin.
20. What are reality shows? Briefly explain its types.
21. Explain the features of HD TV.
22. What are the qualities of a good PR practitioner?
23. Write a short note on media convergence.

**SECTION C: Answer any 2 question. Each carries ten marks.**

24. Write an essay on the major types and characteristics of electronic media.
25. Prepare a script for awareness radio programme on child abuse / traffic rules and explain each stage of production.
26. Explain the three phases of TV programme production.
27. How is writing for the web different from writing for radio or television?

**(2 x 10 = 20 Marks)**