Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17EN2034** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MEDIA AND COMMUNICATION** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | To convert a message into groups of words, symbols, gestures, or sounds that present ideas or concepts is called \_\_\_\_\_\_\_\_.  (a) encoding (b) feedback (c) noise (d) decoding. | CO1 | 1 |
| b. | An individual or a group that develops the message to communicated to internal and external parties is called \_\_\_\_\_\_\_\_.  (a) source (b) encoder (c) decoder (d) jargon | CO1 | 1 |
| c. | List out some communication barriers. | CO1 | 2 |
| d. | Write a short note on the communication process. | CO1 | 6 |
| e. | Elaborate the different types of communication. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | Name the different types of media. | CO2 | 1 |
| b. | Which among the following is a main element in non-verbal communication?  (a) The volume of the speaker (b) Name of the speaker  (c) Name of the listener (d) Age of the speaker. | CO1 | 1 |
| c. | State the difference between verbal and non verbal communication. | CO1 | 2 |
| d. | Cite the advantages of communication with a computer. | CO2 | 2 |
| e. | Elaborate on the functions of mass media. | CO2 | 14 |
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| 3. | a. | Which one of the following is not included in mass media?  (a) print media (b) films (c) photography (d) television. | CO1 | 1 |
| b. | What is journalism?  (a) An American business practice (b) A hard thing to do  (c) The study of writing in journals  (d) The reporting and publishing of the news. | CO2 | 1 |
| c. | Explain the procedure to write a news report. | CO3 | 2 |
| d. | Write a short note about chief reporter. | CO2 | 2 |
| e. | Enumerate and explain ‘News Values’ one should keep in mind while selecting News. | CO3 | 14 |
| **(OR)** | | | | |
| 4. | a. | What is an editorial?  (a) A part of the writing process  (b) The job that reporters get when they are promoted  (c) An opinion piece published on a special page  (d) The process when an editor works with unfinished story. | CO4 | 1 |
| b. | What makes a story “newsworthy”?  (a) The story has to be about a celebrity  (b) The story has to be about a topic that appeals to public interest (c) The story has to have balanced sources  (d) The story has to be published. | CO3 | 1 |
| c. | Write about investigative reporting. | CO4 | 2 |
| d. | Draw the flow chart of editorial hierarchy. | CO4 | 2 |
| e. | Discuss the process of making a newspaper. | CO3 | 14 |
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| 5. | a. | What type of creative lead is the following paragraph?  Black smoke filled the air, and raging fires spread through the east side of the city block as orange and red flames destroyed homes. Stunned Chicago westsiders watched as the biggest fire in the Austin neighbourhood destroyed five homes.  (a) Direct quotation (b) Descriptive (c) Compare / Contrast  (d) Allusion. | CO5 | 1 |
| b. | What is a review?  (a) An article that helps consumers decide whether or not they  should buy a product (b) Feedback a reporter gets from his  publisher (c) An article about movies only (d) An article about  what government officials are doing in office. | CO5 | 1 |
| c. | “Journalists are gatekeepers of information”- Give the reasons. | CO2 | 2 |
| d. | List out the various purposes of an article. | CO3 | 2 |
| e. | Discuss the steps to write a magazine article. | CO5 | 14 |
| **(OR)** | | | | |
| 6. | a. | Write a short note on proof reading. | CO5 | 2 |
| b. | Write a lead and second paragraph for the following set of information.   * Two doctors being sued for malpractice; Barney Olive and Stephen Rogers, both of whom practice at Riverside Hospital. * William Hamilton, lawyer for plaintiff, Bertie McNicholls, 623 Leanto Road. * Hamilton, beginning final arguments in case, has heart attack. * Quick work of Olive and Rogers save his life. * Hamilton, 73, now recovering at Riverside Hospital. * Trial to resume next week. | CO5 | 6 |
| c. | Elaborate the various types of articles included in Magazines. | CO5 | 12 |
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| 7. | a. | Documentaries or Radio features are  (a) a story told through sound alone (b) summaries of news stories  (c) chat with a friend (d) usually factual, educational in character  and sometimes educational in intent. | CO2 | 1 |
| b. | Blog is (a) a regularly updated website or web page  (b) a magazine published on the internet  (c) a magazine or newspaper published at regular intervals  (d) a piece of article included with others in a newspaper, magazine or other publication. | CO4 | 1 |
| c. | Give any four skills required to be a radio jockey. | CO5 | 4 |
| d. | Discuss the different genres of Radio programme. | CO5 | 14 |
| **(OR)** | | | | |
| 8. | a. | Write any three principles for effective anchoring of programmes. | CO5 | 3 |
| b. | Explain the characteristics and installations of studio floor. | CO6 | 5 |
| c. | Summarize the art of script writing for television. | CO5 | 12 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Draw the strtucture of advertising agency. | CO6 | 3 |
| b. | Distinguish between Advertising and Public Relations. | CO5 | 5 |
| c. | Discuss elaborately on the advertisements in different media. | CO6 | 12 |