



K23U 3547

Reg. No. :

Name :

III Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 to 2022 Admissions)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM FOR BA
ENGLISH/HISTORY

3C 03 JNL : Introduction to Broadcast Journalism

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Voice over.
2. Prannoy Roy.
3. Akashvani.
4. Nikola Tesla.
5. Story telling.
6. Back anno.

(6×1=6)

PART – B

Answer **any six** questions **not exceeding 75 words each**. **Each** question carries 2 marks.

7. Digital TV.
8. Live chat in TV.
9. Radio Jockey.

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10. Doordarshan.
11. FM Radio.
12. PCR.
13. Entertainment channel.
14. Augmented reality.

(6×2=12)

PART – C

Answer **any 4** questions **not** exceeding **150** words **each**. **Each** question carries **3** marks.

15. Analyse the story telling method in TV.
16. Differentiate news reporting and news anchoring.
17. Analyze the role of radio in digital era.
18. Explain the process of news reading in radio. Mention any four qualities of a radio news reader.
19. Briefly explain the current scenario of FM radio stations in Kerala.
20. Elaborate the relevance of infographics in TV.

(4×3=12)

PART – D

Answer **any 2** questions **not** exceeding **300** words **each**. **Each** question carries **5** marks.

21. Discuss the significance of radio in rural journalism.
22. New technologies provide new face to TV news presentation. Analyze the statement with special reference to your favourite news channel.
23. Prepare a radio feature on World Press Freedom Day.
24. Evaluate the ethical and legal concerns in broadcast journalism with contemporary examples.

(2×5=10)