



M 17749

Reg. No. :

Name :

IV Semester M.C.J. Degree Examination, June 2010
CJ 401 : SCRIPTING AND PRODUCTION FOR ELECTRONIC MEDIA

Time: 3 Hours

Max. Marks: 80

Instruction : Answer Question No. 1 and four others.

1. Write short notes on **any four** : **(4×5=20)**
 - a) Mixing
 - b) Amplifier
 - c) Audio library
 - d) Digital sound
 - e) Voice wrap
 - f) Talk show.
 2. Identify the advantages of radio as a medium for news broadcasting. **(4×15=60)**
 3. Explain the planning process in radio programme production.
 4. Provide a blue print for producing a radio documentary on privatisation of higher education in India.
 5. What are the elements of radio that makes it the true mass medium in India ? Write with an apt example.
 6. Plan the recording schedule of an interview based radio programme on poll violence to be broadcast in your local radio station.
 7. What type of audience research is necessary before a special programme for women is launched ? Elucidate.
 8. Describe the basic elements of writing a radio script for an occasion like onnam.
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