OND SEMESTER B.A. DEGREE [SUPPLEMENTARY/IMPROVEMENT EXAMINATION, APRIL/MAY 2015

(UG—CCSS)

Complementary Course—Mass Communication and Journalism

AVCC02—BROADCASTING

ree Hours   Maximum : 30 Weig

Part A

Answer **any twelve** *questions not exceeding* **50** *words.*
Each question carries 1 weightage.

rigin of AIR.

atellite Radio.

lotto of AIR and Doordarsan.

adio Documentary

lelville D'Mello.

adio Licences.

ommunity Radio.

ublic service Broadcasting.

lagazine Programmes.

ducation Broadcasts.

ff-Tube broadcasts.

hildren's' day of broadcasting.

Vebradio.

[am Radio.

JGC country wide class room.

BU.

(12 x 1 = 12 weigl

Part B

Answer any **five** *questions not exceeding* **150** *words.*
Each question carries 1 weightage.

ifferentiate between a Radio Commentary and T.V. Commentary.

e a short note on Commercial Broadcasting Service of All India Radio.

Turn

Flow would you prepare yourself for interviewing Mrinalini Sarabhai for Radio.

Write an introduction to a special programme on G. Sankarakkurup on his Death Anniv which features a poem recited in his voice.

Give a brief history of Broadcasting in India.

Explain the special features of Video editing.

Compare and analyse the news telecast over Doordarsan and Private T.V. channels.

As producer of Women's' programmes in Doordarsan, plan a special documentary on Viola Human rights.

(5 x 2 = 10 weig

Part C

Answer any two questions not exceeding 450 words.
Each question carries 4 weightages.

Explain the relevance of AIR and Doordarsan as a public service broadcaster.

Imagine, broadcasting had started in India as early as 1913. Prepare a 5 minute special 1 on 13th May 1913, at 8 pm.

Discuss the unique characteristics of "Radio as a medium of the masses".

En this highly commercialised era is it possible to maintain the ethics of broadcasting, discu focus on AIR and Doordarsan. Substantiate your views with suitable examples.

(2 x 4 = 8 weig