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Name.....

Reg. No.....

THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 3C 04—TELEVISION JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 _____ is piece of narration read from a script and may be spoken by a voice talent in television production.
- 2 _____ is referring to a video production which takes place in the field or a particular location outside the studio.
- 3 _____ is the logical continuous relationship of shots in a sequence.
- 4 Natural sound occurring in a setting's environment is called _____ sound.
- 5 _____ is the ratio of the width to the height of an image or screen.
- 6 Expand FTII _____.
- 7 _____ is a shot in which the camera looks down upon the subject.
- 8 _____ is a measurement of the brightness of an object in a scene.
- 9 _____ is the Information and Broadcasting Minister of India.
- 10 Expand NTSC _____.

(10 × 1 = 10 marks)

II. Answer any *eight* questions, each in about 60 words :

- 11 DSNG.
- 12 Package.
- 13 Graphic Designer.
- 14 News Agency.
- 15 Pre-production Phase.
- 16 Shooting Script.
- 17 Editor's Hour.
- 18 Vox pop.

Turn over

19 Opinion Interview.

20 Straight-up Live.

(8 × 2 = 16 marks)

III. Answer any *six* questions, each question carries 4 marks :

21 Briefly differentiate between Bridge stand-up and Closing stand-up.

22 Discuss the difference between SOT and VOSOT.

23 Discuss the difference between single column and double column format.

24 Discuss the importance of Citizen Journalism.

25 Explain the basic rules for broadcast news writing.

26 Discuss the relevance and types of News Headlines.

27 What is rundown and discuss its importance in television news production.

28 Write a short note on Proposal, Treatment and Script.

29 Write a note on different types of television news formats.

30 Describe the essential qualities of a news anchor.

(6 × 4 = 24 marks)

IV. Answer any *two* questions, each question carries 15 marks :

31 Evaluate the aesthetics of Television News Language.

32 Explain the basic techniques of Live Telecast.

33 Critically evaluate the prime time debates of any two leading Malayalam News channels.

34 Explain the basic ingredients of Television newscast.

(2 × 15 = 30 marks)