



K20U 1352

Reg. No. : .....

Name : .....



III Semester B.A. Degree (CBCSS – Sup./Imp.)  
Examination, November 2020  
(2014 – '18 Admns)

COMPLEMENTARY COURSE IN JOURNALISM  
3C03 JNL : Television Journalism

Time : 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries 1 mark.

1. Aspect ratio.
2. Sign off.
3. Running time.
4. Satellite television.
5. Infomercials.
6. Audience ratings.
7. Mojo.
8. Prime time.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries 2 marks.

9. Examine the duties of a news producer.
10. Explain sound bite.
11. What is a ticker ?
12. Define anchor.

(4×2=8)  
P.T.O.



PART – C

Answer **any 5** questions **not** exceeding **100** words **each**. **Each** question carries **3** marks.

13. Write a note on 'electronic news gathering'.
14. What is a news package ?
15. Comment on news reading mechanics.
16. Do you agree to the criticism that television is an idiot box ?
17. What is electronic news production system ?
18. Explain the uses of a piece to camera.
19. Examine the rules to be followed while making a television news bulletin.
20. What are the basic tools essential for television news gathering ? (5×3=15)

PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

21. Discuss the characteristics of television as a popular and powerful medium.
  22. Examine the duties and responsibilities of a television cameraman.
  23. Explain the salient features of television interviews.
  24. Elucidate the advantages and disadvantages of television programmes as a source of infotainment and judge its impact on the youth. (2×6=12)
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