

S.No. 5871

16 SACVC 1

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Allied

COMMUNICATION MEDIA SCENARIO

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Magazine
2. Newspaper
3. AIR
4. AM
5. Broadcast Media
6. Mass Media
7. Docu-drama
8. Motion picture
9. OTT
10. DTH

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the structure of a newspaper organization.
Or
(b) Discuss about the functions of newspaper.
12. (a) 'Radio is a mass medium' – Do you agree?
Or
(b) Classify Target audience.
13. (a) Examine the characteristics of TV medium.
Or
(b) Define :
 - (i) Satellite TV
 - (ii) Cable TV.
14. (a) Explain the historical background of motion pictures.
Or
(b) Write a review for the Tamil movie 'Vada Chennai'.
15. (a) Write short notes on New Media.
Or
(b) Examine the usage of ICT in education.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Draft an essay about Print Media.
 17. Define :
 - (a) AM
 - (b) FM
 - (c) Internet Radio
 - (d) Community Radio
 18. Examine the portrayal of women in television soap opera.
 19. Discuss in detail about the growth and recent trends in Tamil film industry.
 20. What is new media? Distinguish it from traditional media.
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