

A-6946**Sub. Code****4BENA4**

**U.G. DEGREE EXAMINATION, APRIL 2021 &
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS
English Literature**

Allied — TELECASTING

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by news bulletins? Explain.
2. Name any four business news channels.
3. What type of news can be presented through TV news?
4. How does a news reader read news for a TV news bulletin?
5. Write the various types of interviews that are programmed for TV channels.
6. What do you mean by talk show?
7. Write any four sports event than an regularly shown on TV.
8. Explain 'live' show.
9. Who are called RJ and VJ?
10. Do you need a conversational skill for running a TV program? If so, give any two reasons.

Part B**(5 × 5 = 25)**Answer **all** the questions.

11. (a) Who writes news for TV? Explain.

Or

- (b) Discuss the role of 'ENG' in TV news writing.

12. (a) How does teleprompter help news readers? Explain.

Or

- (b) List the qualities needed for a news reader.

13. (a) Write a note on personality interviews on TV.

Or

- (b) Discuss the group interviews on TV.

14. (a) Write a note on tele-series.

Or

- (b) How interestingly the sports programs are telecast on TV? Discuss.

15. (a) Explain Ad-lib announcing.

Or

- (b) Discuss the guidelines for advertising on Doordarshan.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Explain the role of editing in TV news.
 17. How does news reading effectively take place on TV? Discuss.
 18. Write a note on 'Talk Program' on TV.
 19. How do TV channels treat music? Explain.
 20. Discuss performance skills on TV.
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