

F-1662**Sub. Code****7BENA4****U.G. DEGREE EXAMINATION, APRIL 2019****English****Allied — TELECASTING****(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define TV news.
2. What is news?
3. Who is a news reader?
4. What makes a successful news reader?
5. Define talk shows.
6. What is the intent of an interview?
7. What is the purpose of commercials?
8. Why do television channels telecast music concerts?
9. Who is called announcer?
10. What does ad lib mean?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) How are TV news made?

Or

- (b) How do you distinguish TV news from other types of news?

12. (a) What are the essential requisites of news readers?

Or

- (b) What do the news readers follow?

13. (a) What are the basic etiquettes to be followed in interview?

Or

- (b) Analyze the significance of talk programs.

14. (a) How are music concerts helpful in promoting culture?

Or

- (b) Analyze the mode of live telecast of sports.

15. (a) Analyze the function of ad lib in programs.

Or

- (b) How is conversational skill achieved?

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

Answer any **three** questions.

16. Discuss the Art of editing.
 17. Examine the techniques of news reading.
 18. Bring out the different concepts of talk programs.
 19. Examine the significance of music programs.
 20. Explain performance skills.
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