

<b>F-5171</b>
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<b>Sub. Code</b>
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<b>7BENA4</b>
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**U.G. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**English**

**Allied – TELECASTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How do you write TV news?
2. How do news reporters start their news?
3. What type of news do you prefer to read?
4. Do you pay much attention to headlines?
5. What is a talk programmes?
6. Define interview.
7. What does the radio announcers do when they are off air?
8. Who are called as disc jockeys?
9. What does performance skills refer to?
10. What skills do you need for drama?

**Part B**

(5 × 5 = 25)

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

11. (a) What are Leds? How ill you write good leads?

Or

- (b) Write a paragraph on 'how to write a TV news story'.

12. (a) How is internet news different from the news you read in the newspaper?

Or

- (b) How do read the news like a professional news anchor?

13. (a) Write about the principles of conducting an interview.

Or

- (b) What are the different types of radio programmes?

14. (a) Write about the role of music in sports – related branding.

Or

- (b) Describe about the best sports commercial you enjoyed.

15. (a) Write a paragraph on 'conversational style'.

Or

- (b) Describe about 'Ad – lib Announcing'.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Bring out the salient features of the language of television and TV news writing.
  17. How can use you news reading effective? Describe about news format and formatting.
  18. Define the purpose of the interview our purpose may not be served if the interviewer does not want to be interviewed'. Discuss.
  19. Write a detail essay on sports commercials and their purpose.
  20. Discuss in detail about performance skills.
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