

1128

P.G. Diploma in Mass Communication

1st Semester

PGDMC-103: Electronic Media

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

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I. Attempt any five of the following in about 75-100 words each: -

- (a) Community Radio
- (b) Chanda committee
- (c) AM Vs. FM
- (d) Soap Opera
- (e) Transmission
- (f) T.V. in India
- (g) INSAT
- (h) Krishi Darshan
- (i) DD
- (j) Prime time

(5×4)

UNIT - I

II. Discuss the evolution and growth of radio in India. (20)

III. Critically analyze the role and scope of radio as a mass medium in 21st Century. (20)

UNIT - II

IV. What are the production steps of radio interviews? Enlist the important dos and don'ts of producing a radio program. (20)

V. Describe various formats of radio programs with suitable examples. (20)

UNIT - III

VI. Critically analyse TV as a mass medium and highlight distinctive features. (20)

VII. Trace the journey of TV in India and highlight major milestones. (20)

UNIT - IV

VIII. Enumerate the production process of a modern daily soap. (20)

IX. What are the infotainment channels? Describe the process of production of a news package. (20)

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