

1058

P.G. Diploma in Mass Communication

2nd Semester

PGDMC-108: 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) Credibility
- (b) Proximity
- (c) Slander
- (d) Copyright
- (e) Paraphrase
- (f) Banner
- (g) OB Van
- (h) Sensational
- (i) Blog
- (j) Exclusive

(5×4)

UNIT - I

II. Discuss the statement in detail: -

Television is amongst the most popular mass media channels in the world and its growth is seen all over the world every day. (20)

III. What are the essentials of news writing? Why it is important to hook the readers with the lead? (20)

UNIT - II

IV. Describe in detail various TV script writing formats with the help of appropriate examples. (20)

V. Differentiate between above and below the line function in Television Production. (20)

UNIT - III

VI. Write a detail basic camera shots and movements with the help of illustrations. (20)

VII. Explain the importance of capturing the competition and innovative transitions in Fashion Photography. (20)

UNIT - IV

VIII. Elucidate various types of editing and tools of linear and non-linear editing. (20)

IX. Discuss the basic process of programme production of T.V. (20)

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