

FACULTY OF ARTS

B.A. (Vocational) III – Year Examination, March / April 2017

Subject : Communicative English

Paper – V : Broadcasting : Radio, Television and Conversational English

Max. Marks : 75

Time : 3 hours

Part – A

(10x1=10)

Fill in the blanks :

- 1 The motto of Doordarshan is _____.
- 2 The Chairperson of Press Trust of India is _____.
- 3 The Fourth Estate is _____.
- 4 MNP is _____.
- 5 The editor of The Hindu is _____.
- 6 Ibibo is a _____.
- 7 Colour television was introduced in India in _____.
- 8 The Union Minister for Information and Broadcasting is _____.
- 9 Body language is part of _____.
- 10 The Directorate of Film Festival is under the Minister of _____.

Part – B

Develop a conversation using any ONE of the following proverbs meaningfully in a proper context not exceeding fifty words : (1x5=5)

- 1 Necessity is the mother of invention.
- 2 Don't count your chickens before they hatch.
- 3 You can lead a horse to water, but you can't make him drink.

(5x1=5)

Match the following :

A

B

- | | |
|---------------|---------------------------|
| 1 boil down | (a) refuse |
| 2 count on | (b) stop functioning |
| 3 break down | (c) amount to |
| 4 turn down | (d) make something happen |
| 5 bring about | (e) rely on |

(1x10=10)

III. Answer any ONE of the following :

- 1 Discuss the importance of an editorial in a newspaper and comment on its features and style.
- 2 Discuss the important aspects of speech making and writing.
- 3 Write a news script on an important issue related to women.

Part – C

(3x5=15)

I. Answer briefly any THREE of the following questions.

- 1 What are the different kinds of editorial?
- 2 How would you cover a folk art exhibition as a TV news reporter?
- 3 Write a note on the role of 'voice' and 'facial expression' in public speaking.
- 4 Discuss the new age media.
- 5 Describe intrapersonal communication.

Implementation of 7th Pay Commission recommendations – for Central Govt. employees may not happen soon – delay of 6 months to 1 year expected – reasons – financial difficulties faced by different states – also representations made by many to have a relook at the pay structure – panel headed by the Cabinet Secretary to look into the matter.

2/5 Charred to Death.

5 persons – burnt alive – 6 injured – autorickshaw collided with a speeding car – car was carrying a petrol can – both the vehicles caught fire – reduced to ashes.

3/Huge rise in TV channels

Over 800 channels in the country – 260 applications for new channels pending with I & B ministry – more than 40 channels cleared during 2015 – noticeable trend – in 2014 & 2015 – more non-news channels coming up – actual number of private channels – 955 over the years – 125 permits were cancelled – reasons – non-operationalisation, non – submission of performance bank guarantee or surrender permission.

4 Packaged food biz to rise 35%

Packaged food – size of the industry – to witness a quantum jump – to \$ 32 billion 2017 – due to demand for ready to eat food and snacks – current industry size \$3 billion – average rate of annual spending on packaged food by an Indian household has increased by 32.25% - expected to touch 35% in 2016.

III Rewrite any one of the following print media reports into a report for radio broadcasting:

(1x10=10)

(a) GHMC to revisit provisions pertaining to pet licenses

World's Most Sophisticated Fighter Jets Roar Through Virginia Skies

HAMPTON, UNITED STATES : American F – 22s, British Typhoons and French Rafales – three of the world's most sophisticated fighter jets – roar through the skies over Virginia in the eastern United States in a show of aerial might.

They are a world away from the deserts of northern Syria and Iraq, where all three militaries are part of a US-led coalition bombing the ISIS group. But it is not the flight against the jihadists, who have no air capabilities that prompted this trilateral training mission. Instead, the Western allies are focusing on more traditional aerial threats, as well as air-defense system that are being increasingly deployed around the world.

"Today there are roughly 10 integrated air-defense systems in the world that you would have a difficult time operating in or around", said General Mark Welsh, the chief of staff of the US Air Force.

"By 10, the years from now will be 25 or so".