53 (RAD)

[19-HBPGKOW–M3S(O) 20M]

MMC 3rd Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[MMC (S3) 10]

(Radio)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) In radio news, why is it important to write for the ears and not for the eyes?

(b) What is the meaning of 'proximity'?

(c) What is a broadcast schedule?

(d) Give the meaning of the terms interpretative and emotional interviews.

(e) What are the basic principles of radio editing in regard to ambience sound and pauses?

(f) Write the meaning of 'voice culture' and 'pronunciation'.

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Discuss the kind of preparation required while hosting a radio chat show or a music show.

(b) Why is it necessary to wear headphones always while recording for radio? Explain.

(c) Mention five guidelines for writing a radio feature.

(d) "Interviewing is a two-way street." Elaborate.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Describe the functions of the following equipments :

(i) Faders

(ii) Cartridge machines

(iii) Gain control

(b) What are the common mistakes made in the presentation of radio news programmes? Analyze.

(c) Write notes on *(i)* actuality and *(ii)* flash news.

(d) Briefly state the various qualities of a reporter for radio.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) "Radio news is different from newspaper news." How? Explain.

(b) Discuss the basic principles of writing news for radio.

(c) Why is editing necessary in radio production? State the basic editing principles for radio.

(d) What are the preparations needed while presenting phone-in programmes, news and current affairs programmes in radio? Explain.

(e) What is a microphone? Discuss about the different types of microphones.

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