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HIGHLIGHTED HANDOUT

MCM411

Introduction to Broadcasting

MCM411 by VU Learning HUB

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Total: 41 marks

MCQs: 22 marks (all from past papers and handouts)

3 Questions of 3 marks

1) Why studio is an important thing for a broadcasting house? Discuss

2) What are the important points that should be kept in mind while writing script for radio documentary?

3) Write about any 2 types of documentaries

2 Questions of 5 marks

1) How semantics create barriers in the smooth communication process

2) Modern advertiser is like a business and he does not sponsor purposeful and cause oriented programs or broadcast. To what extent do you agree with it. Explain about it.

MCM411 Latest papers may2019

total quiz 27

22 MCQ

5 SUBJECTIVE

1. Discuss the personality feature with an example?2markx

2. What are the globally defined audience patterns that are always considered by the advertising agencies which preparing a publicity campaign?3 markx

3. There is once typical heavy looking microphone but now in type and shapes. Enlist any sin type of microphone????3 markx

4. Explain with the help of an example that stress on the word change the meaning of the speech???5 markx

5. Briefly explain the link between broadcasting house and transmitter????5 markx

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Briefly explain the link between broadcasting house and transmitter.

This is a much explained topic the link between broadcasting house and transmitter. Transmitter plays a role of bridge for connecting listeners and broadcasting houses. Transmitter is a big electronic device, which receive the signals through the electric waves. We can say the link between broadcasting house and transmitter is like the back bone of a system, which can't be run without it. If transmitter goes down or there are some technical problem occurred with it, it can be the cause of disturbance for the listeners but it's impossible. Transmitter always works perfectly because it is the one and only connecting source with broadcasting houses.

How semantics create barriers in the smooth communication process?

Semantics is all about the psyche of someone, when we talked about from the eye of psychology. It's quite sensitive matter; therefore semantics creates barriers in smooth communication process. Smooth communication is all about sensitivity of some sender or receiver. This problem can be with send & receiver both of them.

What are some of the FM station Services? Discuss.

FM station services have many types. Now a day FM station has the huge amount of listener ship. FM radio is the best for the entertainment, awareness, international news updates, marketing, commercialization and its services also provide the opportunity to new young peoples to boosting up their talent.

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Entertainment:

FM station services are providing the entertainment: A house wife can enjoy the radio station services during the tough rotten, children can also enjoy their Sundays in children programs, and young people after leaving their jobs can relax their mind while the evening drive shows. Even the radio services satisfied old aged people in their loneliness.

Marketing:

Marketing is also one of the marketing services, a plat form which is the best for commercialization. People can easily get information about the new trends and sellers are also getting benefits from FM station services.

Awareness:

A huge number of peoples are listening Radio, radio station services can be the best for someone for his moral inner development. Some RJ's and Dj's are facilitating the people, giving them morality and a vision of life.

Why classification is needed in radio dramas?

For folk singers Radio Pakistan turned out to be a great blessing. Discuss.

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Yes it is the biggest achievement of Radio Pakistan that there are so many folk singers, who was blessed with spiritual folk voice & they start singing from this platform of Radio Pakistan. During the war of 1965, Madam Noor Jahan played very important role for the motivation of the nation from the platform of Radio Pakistan. They were having a beautiful era, their voices gave them a big name and they were cause of the good will of Radio Pakistan.

There are so many folk singers of Radio Pakistan, who got the national & international awards. At this time, Radio Pakistan was famous in all over the world because of these voices. Pathane Khan was very blessed folk singer, who starts singing from the platform of Radio Pakistan. It was the time when folk singers sung on the demand of the listeners. There was great demand for folk music on Radio Pakistan. There is also some famous name of radio Pakistan like Abida Parveen, Saeen Zahoor etc. So Radio Pakistan was a great blessing for beautiful, inspirational & motivational folk voices.

am is a strong modulation and could be transmitted to more distance as compared to other sources? AUDIO CONSOLE which of the following helps to change the pitch of the voice to give it a desired effect? Mandatory

Anything in any form, which distorts or hampers true meaning of a message, What does communication noise mean?

Usually officials of the foreign universities keep campuses at big cities all over the

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world and conduct interviews of students and parents who are interested in studying abroad. A radio program as curtain raiser can be on aired before such activity in order to create awareness among people about the event. What type of curtain raiser it will be?

Why classification is needed in radio dramas?

Classification is very must in radio dramas because sometime they broadcast through live transmtion. There should be always a good classified script.

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