

Ex/MASS/PG/3.2/2024(S)

**M.A. in Journalism & Mass Communication**

**Special Supplementary Examination 2024**

**Radio Practical**

Time: 2 Hours

Full Marks: 40

**Answer any two questions**

1. Discuss the structure of a radio news copy. How radio news copy is different from TV news script? (8+12)
2. What is field reporting? What are the key points a radio reporter need to keep in mind while doing field reporting? (5+15)
3. What are the characteristic of a good radio interview? What are the skills required to be a good radio interviewer? (10+10)
4. Write jingles for radio commercials for the following products; (5x4=20)
  - a. Parle G Biscuits
  - b. Adi Mohini Mohan Kanjilal
  - c. Barbeque Nation
  - d. Tata Motors
  - e. Birla Heart Research Institute