

University of Jijel
Faculty of Humanities and Social Sciences
Department of Media and Communication

Specialty: audio-visual

Level: master one

First exam of: English

Time: 1 hour and 30m

Year: 2023-2024

Wednesday 20 December 2023

Name and Surname:

Group:

Text:

Radio is a fascinating medium among the various mass communication media because of its special characteristics. It continues to be as relevant and potent as it was in the early years despite the emergence of more glamorous media. It is a truism that in the first phase of broadcasting spanning three decades from the early twenties, radio reigned alone or was the dominant player. However, over a period, the media scene has changed drastically.

Television with its inherent strength of audio-visual component has captured the imagination of the people. The advent of satellite television, the Internet and the convergence of technology have added further dimensions in media utilisation patterns. However, despite the presence of a plethora of media, there is room and scope for each medium. Experience has revealed that 'new technologies add things on but they don't replace'. One medium is not displaced by another - each medium reinvents itself in the context of changes in the communication environment. In the changed media scenario, radio is reorienting itself with more innovative programmes and formats.

Section one: According to the text, answer to these questions (5pts)

1. Give an appropriate **title** to the text? (1pt)

Radio in the media environment 1pt

Radio ; radio as mass media ; radio as mass communication media 0.5pt

2. What is the text talking about? (1pt)

The text is talking about the status of radio as mass media previously and actually with the new technology.

3. *Why is the radio a fascinating medium? (1pt)*

Because of its special characteristics

4. *Can any medium be replaced by another? Why? (1pt)*

No, because each medium reinvents itself in the context of changes in the communication environment

5. *How is radio positioning in the changed media scenario? (1pt)*

Radio is reorienting itself with more innovative programmes and formats.

Section two: Fill in the blank with appropriate word (5pts)

Broadcasting- programming- script writing- advertisements- public service.

***Broadcasting** is the passing on or the transmission of messages from the station to a heterogeneous audience. But **programming** on a station tends to be the time and duration of media contents presents them to the intended audience. That depends on **script writing** which is a written account describing the basic idea of programmes story, even They are commercial which are run with profit motive and carry a large number of **advertisements** along with programmes. On the other hand, as **public service** broadcasting in accordance with the communication needs of the people it serves.*

Section three: (5pts)

1. *Give from the text the synonym of :*

(2pts)

✓ *different = various*

prevailing = dominant

✓ *fascinating = glamorous*

stage = phase

2. *Explain the following news values: (3pts)*

✓ *Proximity*

News Stories about events and situation in one's home community

✓ *Conflict*

News stories contain strife or power struggle between individuals, ethnic group..etc

✓ *The Bizarreness*

News stories contain anything unexpected/ strange

Section four : written expression (5pts)

" Public service media benefit society in many different ways".

❖ *Talk about radio as a public service media?*

*Radio as public service media provides a varied range of programs for every one or group in society in many fields. **Firstly**, in the field of information **0.5pt**, by providing individuals with the news and information they need related to the local or international society **0.5pt**. **Secondly** in the field of expressing diverse opinions and cultures in society **0.5pt**, it reflects different opinions and presents them objectively and impartially, without discrimination against any group **0.5pt**. **Moreover**, giving people the opportunity to express themselves **0.5pt**, even it was ideas or needs and problems, be close to the problems of the local community and search for solutions **0.5pt***

***In addition to** education **0.5pt**, through various educational programs that guide people in their lives and contribute to their awareness and behavior, and makes it acceptable and positive. **Finally**, in the field of entertainment **0.5pt**, through music, radio films entertainment programs that entertain listeners to spend a good time and relaxing from stress, especially in their free time **0.5pt**.*

Good luck

Dr.Aicha kriket