



MAHMOOD RANA
MSc Mass Communication
Fall 2016

- 1 Which type of language and story line should be employed in the news?
 - Short and simple
 - Complicated and tough
 - Length and complex
 - Jarring sentences and complex structure

- 2 Which one of the following is not related to OB?
 - OB Van
 - ENG Staff
 - Reporter
 - Sub-Editor

- 3 Which of the following Private TV channel is meant for sports broadcast only?
 - GEO Super
 - PTV Home
 - PTV National
 - AJJTV

- 4 The main objective of curtain raiser is:
 - To make people familiarize with the event
 - To make people familiarize with the format
 - To make people familiarize with the procedure
 - To make people familiarize with the participants

- 5 Agricultural news is the example of

 - Casual news
 - Specific news
 - Breaking news
 - Repeated news

- 6 Cotton is a life line for Pakistan's economy and a program run on this issue before announcing the Govt's policy on cotton price. Which form of curtain raiser it will be?
 - Financial
 - Sports
 - Political
 - Global

- 7 The horse and cattle show is held as part of spring festivals, where it held in?
 - Lahore
 - Sibbi
 - Karachi
 - Quetta



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- 8 What is correct about Sibbi Mela?
 - Sibbi Mela held in Balochistan
 - Sibbi Mela is a similar event as horse and cattle show
 - Sibbi Mela cover by outdoor broadcasting
 - All of the given options

- 9 Curtain raiser is a program that runs before
 - Major event
 - Regular event
 - Midnight programmes
 - VIP movement

- 10 All of the following can be the part of the "Event feature" EXCEPT:
 - March 23, 1940
 - 9/11
 - World wars
 - Dec 25, 1876

- 11 What is curtain raiser?
 - A Programme that raise a curtain from an event which is still to take place in near future
 - A Programme that raise a curtain from latest news
 - A programme that raise a curtain from an event which has been held in past
 - A programme that raise a curtain from an event which is run before the regular events

- 12 If a young man goes to university for admission and more than three people take his interview it will be?
 - Panel Interview
 - Single Interview
 - Group Interview
 - Seminar

- 13 Where is Qisa Khani bazar?
 - Peshawar
 - Quetta
 - Lahore
 - Karachi

- 14 When Radio waves were discovered?

<input checked="" type="checkbox"/> 1864	<input checked="" type="checkbox"/> 1888
<input checked="" type="checkbox"/> 1898	<input checked="" type="checkbox"/> 1808



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- 15 Which of the following category covers news related to Show biz and sports?
- Hard News
 - Soft News
 - Juicy News
 - Sensational News
- 16 Who check the authenticity and reliability of the news?
- Director
 - News Caster
 - Producer
 - Channel
- 17 What is the major purpose of broadcasting?
- Entertainment
 - Information
 - Knowledge
 - Education
- 18 Which of the following is the most appropriate and enrich cultured place for features?
- Lahore
 - Islamabad
 - Chonain
 - Toba Tek Singh
- 19 All of the following need outdoor broadcasting EXCEPT:
- Floods
 - Rail Accident
 - Pakistan Cricket Match
 - Squash Championship
- 20 Pakistan is a leading nation in all pf these sports excepts:
- Cricket
 - Hockey
 - Squash
 - Football
- 21 are the interesting development in outdoor broadcasting.
- VIP movement
 - Situational broadcasting
 - Collecting reaction
 - Road shows



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- 22 Outdoor broadcasting is compulsory for:
- Discussion
 - Road shows
 - Talk Shows
 - Seminars
- 23 Broadcasting houses are included to go for talking to them for fun sake refers to:
- Road shows
 - Talk shows
 - Mega shows
 - Magazines Show
- 24 The horse and castle show is held as part of spring festivals, where it held in?
- Lahore
 - Sibbi
 - Karachi
 - Quota
- 25 Which time is suitable to broadcasting programs for women in our country?
- 3 pm
 - 7 pm
 - 8 pm
 - 11 am
- 26 A programme on radio about the personality of Dr. Abdul Qadeer Khan highlighting his professional and personal life is an example of which of the following?
- Disk jockey
 - Radio features
 - TV features
 - Curtain raiser
- 27 What kind of equipments (OB) vane should have?
- Camera, lights, stands, microphones
 - Camera, food, juices, stands
 - Water, first aid box, juices
 - Coffee, tea, rescue equipment, lights
- 28 When Pakistani won T20 World Cup in 2009, the views of the public were recorded by the reporters. What type of outdoor broadcasting that was?
- Indoor broadcasting
 - Collecting Reactions
 - VIP Movements
 - Roadshows



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- 29 Who invented Radio?
- Mc Grager
 - Alexander Graham Bell
 - Marconi
 - Henry Fayol
- 30 When a news producer is poured with lots of news stories from national as well as international arena, what news value will he consider to select local news first?
- Proximity
 - Eminence
 - Prominence
 - Objectivity
- 31 All of the following are the distinct categories of the classification of TV programs except:
- News
 - Current Affairs
 - Programming
 - Feature
- 32 Which of the following news stops the routine transmission to announce an event of immediate interest to most people?
- Breaking News
 - Hard News
 - Soft News
 - Specific News
- 34 In which situation outdoor broadcasting is must?
- Talk Shows
 - Discussion
 - Rail Accident Coverage
 - Interview
- 35 What is meant by Current Affair programs ?
- Programs based on current events
 - Programs based on Just passed events
 - Programs based on up coming events
 - Programs based on historical events
- 36 Road shows are popular form of ?
- Indoor broadcasting
 - Cover up broadcasting
 - Outdoor broadcasting
 - Wheather broadcasting



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- 37 All of the following are correct about feature except?
- Avoid the controversies
 - Try to make interesting
 - Cover all the aspects of topic
 - To make controversial
- 38 In flood situation the OB teams are assigned for which of the following purpose?
- To bring first hand information
 - To entertain them
 - To hinder them
 - None of the given options
- 39 Which one is major area of outdoor broadcasting?
- Seminars
 - Conferences
 - Sports
 - Entertainment programmes
- 40 Which of the following country first time used the term "radio"?
- USA
 - UK
 - GERMANY
 - FRANCE
- 41 More than one person are invited to take part in a round-table conference in which every participant is given equal weight and right to speak from his/her individual point of view. This is an example of:
- Discussion
 - Interview
 - Seminar
 - Live show
- 42 Newscaster must have which of the following voice quality?
- High social acceptability
 - Low pitch and high volume
 - Regional acquaintance and low volume
 - Natural sharp with local Accent
- 43 The discovery of radio waves is
- An amazing piece of Physics
 - An amazing piece of Math
 - An amazing piece of Chemistry
 - An amazing piece of Electronics



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- 44 The feature of Minarae Pakistan is the example of:
- Feature of places
 - Personality features
 - Feature on events
 - Occasional features
- 45 The feature on 9/11 refers to:
- Feature on places
 - Personality features
 - Occasional features
 - Features on events
- 46 An expert is called to speak 7-8 minutes on a subject of current interest. This is followed by a talk between him and an Anchorperson. What type of program it would be?
- Talk show
 - Road show
 - Documentaries
 - Drama
- 47 Which of the given is not encouraged in news, even if the facts are correct?
- Stereotype
 - Taboos
 - Defense issues
 - Social issues
- 48 Which one of the following areas is the most sensitive part?
- Why to broadcast?
 - What to broadcast?
 - To whom to broadcast
 - When to broadcast?
- 49 All of the following need outdoor broadcasting EXCEPT:
- Floods
 - Rail Accident
 - Pakistan Cricket Match
 - Squash Championship
- 50 Which of the following is the most appropriate term for curtain raiser with reference to the major program?
- Assignee
 - Forerunner
 - Possessor
 - Successor



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51 Pakistan is a leading nation in all of the following sports EXCEPT:

- Cricket
- Hockey
- Squash
- Tennis

52 Seminars come in the category of

- Current affairs
- Discussions
- Interviews
- Talk shows

53 Which of the following are usually arranged for entertainment?

- Talk shows
- Discussions
- Seminars
- Live shows



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- 1 Which one is the most tedious program to produce?
 - Pop-music
 - Classical music
 - Folk music
 - Semi-classical music

- 2 Walls of a studio are covered with variety of substance. Why?
 - To kill the light
 - To kill all the noise
 - To kill the sound
 - To ensure privacy

- 3 By which year the classification of programs on radio started?
 - 1974
 - 1964
 - 1930
 - 1948

- 4 Which of the following options help the people to comment on the programs to be very specific in their criticism?
 - Titles
 - RJs
 - Producers
 - Scripts

- 5 Stretch is changed the meaning of
 - Speech
 - Loudness
 - Reading
 - Accent

- 6 Who are generally assigned the task of making radio documentary
 - News producer
 - Current affairs producer
 - Drama producer
 - Entertainment producer

- 7 Radio news is read by how many persons in a single bulletin.
 - One
 - Two
 - More than two
 - None of the given options



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- 8 Which of the following is most important area of radio drama production?
- Voice
 - Accent
 - Script
 - Personality
- 9 Which of the following terms in verbal communication boost the importance of situation during broadcasting?
- Pause
 - Stress
 - Stretch
 - Accent
- 10 Which of the following is the most appropriate element of the dramatized documentary?
- Nature
 - Facts
 - Historical wars
 - Music
- 11 Pauses in the verbal communication are used to:
- Enhance the meaning of word
 - Improve the Accent
 - Increase the gap between words
 - Add to the situation analysis
- 12 "Kafi" is the example of:
- Classical Music
 - Semi classical music
 - Folk Music
 - Light music
- 13 Radio Broadcast is essentially based on _____.
- Voice
 - Expression
 - Moods
 - Sound Effects
- 14 All of these are used to represent different forms of documentary interpretation except:
- Narrative
 - Dramatized
 - Musical
 - Insertions



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- 15 Creating interest about the topic describing the subject matter with fact and figures is used in which of the following types of radio documentary?
- Dramatized
 - Narrative
 - Musical
 - Imagination
- 16 A _____ is a primary requirement of a broadcasting house.
- Studio
 - Sets
 - Props
 - News room
- 17 Which of the following is the most required element of the narrative documentary?
- Music
 - Story
 - Imagination
 - Facts and figures
- 18 What type of noise it would be if the language is creating problem in understanding?
- Physical
 - Psychological
 - Semantics
 - None of the given options
- 19 When stage dramas started in subcontinent?
- 1846
 - 1840
 - 1832
 - 1932
- 20 When radio was came in India?
- 1926
 - 1947
 - 1923
 - 1893
- 21 All of the following are the qualities of voice in radio broadcasting except:
- Speech
 - Pressure
 - Loudness
 - Stretch



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- 22 Song sung by Madam Noor Jehan during the September 1965 war is an example of which category of Songs?
- Light and Film Music
 - National Songs
 - Folk
 - Rock
- 23 These days no broadcasting house can afford to do without which of the following studios.
- Drama studios
 - News studios
 - Studios for talk shows
 - Music studios
- 24 A good radio documentary is punctuated with insertions from the
- Relevant material
 - Music
 - Drama
 - Feature
- 25 Which one of the following options is the Presentation of hallmark of every Broadcasting house?
- Music Programs
 - News
 - Dramas
 - Features
- 26 The first ever Subcontinent's radio station was established in which of the following?
- Lahore
 - Bombay
 - Delhi
 - Karachi
- 27 The programs related to the general interest are usually broadcasted from
- Noon to afternoon
 - Morning
 - Late night
 - Afternoon
- 28 Which of the following should be the time duration of a radic documentary?
- 10 to 15 minutes
 - 25 to 30 minutes
 - 40 to 45 minutes
 - 20 to 25 minutes



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- 29 Which of the following options cater both rural and urban communities at the same time?
- Morning programs
 - Noon programs
 - Late night programs
 - ✓ Mid-day programs
- 30 A proper level of is required to maintain a proper voice level.
- ✓ Loudness
 - Speech
 - Stress
 - Stretch
- 31 All of the following are the requirements of a studio, Except?
- Microphone
 - A Camera
 - ✓ A dish antenna
 - Lights
- 32 Music programs need all different moods Except:
- Atmosphere
 - Treatment
 - Orchestra
 - ✓ Vocals
- 33 Who among the following founded subcontinent's first theatre along with F Cowasjee?
- Javeedjee and jeejabhoy
 - ✓ Jamshedjee and jeejabhoy
 - Jamshedjee and saqibhoy
 - Ihsanjee and jeejabhoy
- 34 Late night radio music programs generally belong to which of the following category of music?
- National Songs
 - Folk music
 - ✓ Classical music
 - Pop music



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35 Mobile Disc Jockeys are an extension of the original disc jockeys.

- Radio
- Music
- Computer
- Film

36 Morning shows are usually belong to which one of the following options?

- Political issues
- Youth affairs
- Woman programs
- Musical programs

37 Who are generally assigned the task of making radio documentary?

- Political issues
- Youth affairs
- Woman programs
- Musical programs



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- 1 Public announcement speaker system, telephone, pilot in a ship or aero plane, mobile phone, in all of these processes the voice first enters in:
 - Microphone
 - Amplifiers
 - Air
 - Diaphragm

- 2 The first ever Subcontinent's radio station was established in which of the following?
 - Lahore
 - Bombay
 - Delhi
 - Karachi

- 3 Who check the authenticity and reliability of the news?
 - Director
 - News caster
 - Producer
 - Channel

- 4 In which of the following century, the advertisement started assuming a very formal shape as an independent subject?
 - 17th
 - 19th
 - 20th
 - 16th

- 5 _____ are complex devices which is capable of receiving not only radio frequencies in a modulated form but also enable the signals to be transmitted, broadcast, at a desired frequency.
 - Amplifiers
 - Modulator
 - Transmitters
 - Internet

- 6 The first TV station of Pakistan was established in
 - Karachi
 - Lahore
 - Islamabad
 - Quetta



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- 7 Which type of language and story line should be employed in the news?
- ✓ Short and simple
 - Complicated and tough
 - Lengthy and complex
 - Jarring sentences and complex structure
- 8 These days no broadcasting house can afford to do without which of the following studios.
- Drama studios
 - News studios
 - Studios for talk shows
 - ✓ Music studio
- 9 Which one of the following types of Ads is usually destined for children and gets popularity?
- Dramatized Ads
 - Dialogue based
 - ✓ Comedy Ads
 - Social Ads
- 10 Which of the following is an example of seminar?
- ✓ Focus on particular subject and sizeable audience is invited.
 - Dialogues between anchorperson and expert.
 - More than two or three people discuss a hot issue.
 - All of the given option
- 11 What type of studio demands a standing arrangement of people?
- News Studio
 - Studio for Talk Show
 - ✓ Music Studio
 - Drama Studio
- 12 How many forms of physical noise?
- Two
 - ✓ Three
 - Four
 - Five



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- 13 According to the facts, which of the following civilization had the tendency of wall chalking?
- Western
 - Greek
 - Egypt
 - Indus
- 14 Which of the following is designed for long listeners to accustom the hearing medium wave and to tune to a radio station of one's choice?
- FM
 - Global station
 - Jingles
 - AM
- 15 What is supposed to be "killing" for an FM station?
- Bad weather
 - Silence of few seconds
 - Power failure
 - Rain
- 16 When religious programs are aired usually?
- Early morning
 - Late night
 - Matinee time
 - Before noon
- 17 All the following are the distinct categories of the classification of T.V programs except:
- News
 - Current Affairs
 - Programming
 - Feature
- 18 What type of feature on Quaid-i-Azam would be?
- Personality Feature
 - Feature on Places
 - Feature on Events
 - Feature on Places
- 19 Which kind of programme is broadcasted by QTV?
- Woman affairs programme
 - Current affairs programme
 - Religious affairs programme
 - Children affairs programme



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- 20 All of the following are the types of documentary except:
- Dramatized
 - Musical
 - Narrative
 - Post production
- 21 Karl Ferdinand Braun introduced the first cathode-ray tube for commercial use in _____.
- 1897
 - 1997
 - 1857
 - 1947
- 22 Which of the following is not an example of semi-classical music?
- Thumry
 - Kafi
 - Ghazal
 - Bhangra
- 23 In December of 1954, RCA introduced their 21" _____.
- LCD
 - B&W TV
 - Color TV
 - All of these
- 24 Which of the following is the oldest transmission system of television?
- SECAM
 - PAL
 - NTSC
 - None of the given options
- 25 Which one of the following types of Ads is small in size and the advertisers can repeat them many times during a day?
- Straight announcements
 - Dramatized
 - Dialogue based
 - Dialogue based
- 26 Which of the following is most appropriate example of stretch?
- Speech
 - News reading
 - Singing
 - Advertisements



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- 27 The most prominent feature of PTV's early years was the_____ for it did not have the recording facilities.
- Live transmission
 - Recorded
 - Pre- production
 - All of these
- 28 Which of the following halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most?
- The sudden outbreak of WW2
 - WWI
 - Cold War
 - None of these
- 29 When PTV world transmission was started?
- 1998
 - 1996
 - 1947
 - 1964
- 30 Regular Color transmission of PTV started from_____.
- Feb. 18, 1982.
 - Feb. 18, 1960.
 - Nov. 26, 1964
 - None of these
- 31 The most prominent feature of PTV's early years was the_____ for it did not have the recording facilities.
- Live transmission
 - Recorded
 - Pre- production
 - All of these
- 32 PEMRA has been mandated to improve the standards of:
- Information
 - Education
 - Entertainment
 - All of these
- 33 In 1998, how many TV production centers were established in Pakistan?
- 4
 - 6
 - 3
 - 5



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- 34 When Pemra was established?
- Feb 1, 2000
 - ✓ March 1, 2002
 - Nov 9,2001
 - Dec 02,2002
- 35 In which type of interview sometimes supplementary questions have to be scripted as other are putting questions in real time?
- ✓ Panel interviews
 - Board interviews
 - Field interviews
 - Surveys
- 36 _____ the research staff of RCA Laboratories invented the world's first electronic, monochrome compatible, color television system.
- Between 1950 and 1990
 - ✓ Between 1946 and 1950
 - Between 1857 and 1947
 - None of these
- 37 What was the previous name of PEMRA?
- PPO
 - ✓ RAMBO
 - RPPO
 - PMRA
- 1 The advertisement started assuming a very formal shape as an independent subject.
- ✓ 19th century
- 2 These ads are small in size, the advertisers can repeat them many a times during a day.
- ✓ Straight announcements
- 3 This type of ads are usually meant for children and get popular soon.
- ✓ Comedy/funny
- 4 These are crisp little songs with a very attractive musical composition.
- ✓ Jingles
- 5 These are not still popular on radio.
- ✓ Dramas



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- 6 An other active device which converts the signal into a form which perfects it for transmission.
✓ Modulator
- 7 The voice first enter a
✓ Microphone
- 8 The cost of setting up an _____ station is very low as compared to a traditional radio station.
✓ FM radio
- 9 Jingles are the
✓ Songs
- 10 Primarily, every advertisement tries to cover as many segments of listeners as it can by involving different _____ and CHARACTERS in it:
✓ Lines
- 11 Which Authority in Pakistan is empowered to issue licenses for broadcast and CTV stations?
✓ PEMRA
- 12 Which of the following is used in Pakistan for Television broadcast standard?

The most prominent feature of PTV's early years was the live transmission for it did not have the recording facilities. : Pg 68

PEMRA has been mandated to improve the standards of: All option

According to PEMRA Ordinance 2002, the Authority has been mandated to:

Improve the standards of information, education and entertainment. Pg 73

Which of the following is the oldest transmission system of television?

Who is considered as the inventor of television, the device responsible for receiving voice as well as images? John Logie Baird of Scotland.

The inventor of television, the device responsible for receiving voice as well as images, is John Logie Baird of Scotland. Pg:76

Which of the following is the creator of color television? (answer not given)

The first TV station of Pakistan was established in _____ Lahore _____.

Atlat on Nov 26, 1964 country's first TV station was set up in Lahore. Pg :68



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Which of the following halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most? The sudden outbreak of World War II.

The sudden outbreak of World War II halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most. Pg: 57



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- 1 Which of the following refers to penal interview?
 - One person takes interview of two or three persons
 - ✓ One person is interviewed by two or three persons
 - People are interviewed live
 - Situational interview

- 2 Which one of the following is a major area of outdoor broadcasting?
 - Seminars
 - Conferences
 - ✓ Sports
 - Cartoons

- 3 Usually officials of the foreign universities keep campuses at big cities all over the world and conduct interviews of students and parents who are interested in studying abroad. A radio program as a 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?
 - Economic
 - Political
 - Sports
 - ✓ Academic

- 4 Suppose dec 25 is approaching and the broadcasting house is mindful to produce a feature on Quaid e Azam. What type of feature it would be?
 - ✓ Personality feature
 - Feature on places
 - Feature on events
 - Occasional feature

- 5 "In the early age of radio, there had been complaints about airing songs which were not in keeping with the social norms of society". Which type of music in this statement referring to?
 - Classical music
 - Film music
 - ✓ Folk music
 - Semi classical music

- 6 Late night shows on radio pakistan usually belong to which one of the following options?
 - Political issues
 - Youth issues
 - Woman prog
 - ✓ Music prog



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- 7 Ikhlaq Ahmad Dehlvi is known as a
- TV announcer
 - News producer
 - Radio announcer
 - Actor
- 8 Physical noise can be categorized into how many categories?
- Two
 - Three
 - Four
 - Five
- 9 Which one of the following is a primary requirement for a broadcasting house (radio)?
- Swimming pool
 - Collection of props
 - Colourful set
 - Studio
- 10 When did stage drama start in sub continent?
- 1846
 - 1840
 - 1832
 - 1932
- 11 Which of the following helps to change the pitch of the voice to give it a desired effect?
- Microphone filters
 - Amplifiers
 - Audio console
 - Camera
- 12 What is supposed to be "killing" for an FM station?
- Bad weather
 - Silence for few seconds
 - Power failure
 - Rain
- 13 Public announcement speaker system, telephone, piloy in a ship or aeroplane, mobile phone, voice in all of these media first enter in:
- Microphone
 - Amplifiers
 - Radio
 - Diaphragm



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- 14 RSS and mp3 format is essential for establishing which of the following?
- FM radio station
 - AM radio station
 - On line radio station
 - Social network
- 15 Who among the following carried out famous set of experiments that proved Maxwell's research?
- Heinrich hertz
 - Guglielmo marconi
 - Nikola tesla
 - Einstien
- 16 Which of the following rightly indicates the basic classification of radio programs?
- News, talk shows, entertainment
 - Sitcoms, news, programming
 - News, current affairs, programming
 - Music, news, talkshows
- 17 Which of the following is the most important element of a narrative documentary?
- Background music
 - Voice of narrator
 - Language
 - Facts and figures
- 18 Who among the following is known for writing plays for children?
- Agha hashar kashmeri
 - Sufi tabassum
 - Intizar hussnain
 - Ahmad nadeem kasmi
- 19 A segment of commercial activities which is responsible to play a role between the radio stations and the producers of goods and services is known as:
- Media industry
 - Advertising industry
 - Marketing
 - Commercialization
- 20 Which of the following is necessary while conducting a discussion or talk shows?
- Script should be lengthy
 - Opening remarks about the topic, intro of the participants and the questions
 - To know a great deal about the achievements of the star
 - Having a fairly long experience in language and news copy writing



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- 21 To create your own radio station on the internet with less cost on software and little arrangement on the internet to broadcast is termed as _____
- Mini-pod
 - Altercating
 - Live radio
 - Pod casting
- 22 In which of the following the script may carry historical data?
- Documentaries
 - Talk shows
 - News
 - Interviews
- 23 All of the following are the qualities of voice in radio broadcasting except
- Speech
 - Pressure
 - Loudness
 - Stretch
- 24 Which one of the following types of Ads is small in size and the advertisers can repeat them many times during a day?
- Straight announcements
 - Dramatized
 - Dialogue based
 - Dialogue based
- 25 For a radio broadcaster, what is foremost thing to consider while speaking in front of a mike?
- Accent
 - Adequate familiarity with language
 - Loudness
 - Stretch
- 26 A view or comment by an analyst in News is an example of which of the following type of broadcasting
- Pod casting
 - Live broadcasting
 - Online broadcasting
 - Interactive broadcasting



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- 27 What type of noise it would be if the language is creating problem in understanding
- Physical
 - Psychological
 - Semantics
 - None of the given option
- 28 What was the name of the first theatre founded in the subcontinent?
- Grand Road Thriller
 - Grand Theft Award
 - Grand Road Theatre
 - Grand Real Theatre
- 29 When radio was come in India.
- 1926
 - 1947
 - 1923
 - 1893
- 30 Which of the following is not one of the types of broadcasting?
- Goble
 - National
 - Regional
 - Social



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What are ethics of radio drama? (3 Marks - Lesson 14)

Whenever a producer is going to produce a drama for radio, it is his responsibility to make sure nothing goes against the ethics. Focus should be in creating harmony and exposing hypocrisy. Immoral dialogue must be avoided. No one should be humiliated. Stories must be without any blasphemous. Criticizing govt policies in drama will have negative effects.

Disused the Early morning transmission? (3 Marks - Lesson 10)

We belong to Muslim society and in every Muslim country the day starts with Fajer Prayer. Radio channels start their day with the religious programs telling people the importance of Fajer prayer, explaining Ahadis and benefits of waking up early in the morning. Most people listen these programs while preparing themselves going to offices, schools/colleges. Later on they start discussing current news, health tips, light jokes to keep people mode good for the rest of the day. They also inform people about the routes where traffic jam is or reporting accidents so people use alternative routes to reach their destination.

Loudness is unique in broadcasting. Discuss briefly OR Define the Loudness voice? (3 Marks - Lesson 11)

Loudness is a unique voice character in communication. When we communicate we follow the standard voice-level which is not very slow nor very high. Raising your voice or lowering down some times have different meaning. Suppose you say someone "be-off" in a low voice it means you can leave. If you say "be-off" in loudness it have different meaning (go away). Another word is "OK" if said in normal voice means fine if said loudly means "enough". Laughing at standard voice level looks nice but if laughing volume is higher people will think you are mad. In drama the variations in voice level leads to more meaning.

Feature of Drama studio? (3 Marks - Lesson 13)

Drama studios in radio means a place where every one will stand and deliver their dialogue. They will move some steps and come back to create an effect of entering or leaving the place. Normally mike placed in the centre of half circle but table and chairs are placed at a distance for people going to create sound effects by hitting table or other musical instruments. You can watch the drama recording from a booth reserve for director and recording panels. More lights are thrown so performers can easily read their script. Its fun to see the how recording goes on.

FM radio is very low cast. Briefly discuss? (5 Marks - Lesson 18)

Radio is a small part of the electromagnetic spectrum used for business and non-business issues. FM is heard now a days very frequently and it stands for Frequency Modulation means that the electromagnetic waves spins more number of times instead of its height. They have more resistance against other waves and carry message strongly till its range. FM is based on the principle of Line-in-Sight. It means how high the transmitter and strong that much far the transmission will go for.

Setting up a FM radio station is not expensive as compared to traditional radio station. The required equipment is transmitter, antenna, basic sound equipment (microphones, mixer, CD player, etc.), main studio, two small studios and control room. Control room will have most of the equipments along computers loaded with multimedia softwares, headphones and will be enough for broadcasting.



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Types of Ads . Briefly discuss? (5 marks - Lesson 17)

Advertisements Radio covers its costs from advertisements to be played throughout the day. Maximum duration of these ads is 15 seconds.

We can divide the Ads in different types:

Straight announcements

These ads are without any sound effects and to the point. They are used to save time played in between the programs. Because of their small size they can be repeated multiple times throughout the day.

Dramatized

These ads are produced to attract listeners with some questions raised or surprise statements to create excitement. One character expressing surprise over the smoothness and shine in the hair and will ask how do you get that? The other character will reply "Come on you do not know when every one know! It is Head & Shoulders shampoo."

Dialogue based

It is based on dialogue exchange between two or more people about a particular product or services to be best in the market. Male and Female voices are included if the product is for all people.

Comedy / funny

Comedy / funny ads are made to convey message with humor. Most of the times it is for children. Care must be taken not to go against social values or humiliating others.

Sound effect commercials

Sound effects used in all the radio ads. It starts with a bang or some type of sound to attract the listeners followed by voice of the character telling about product or services.

Acoustical effects – as sour throat, (with filter mike or echo chamber) These effects are attached with the ads when a person is suffering from some problem and his/her voice has changed. There are so many devices now available to change ordinary voices into a different voice. A number of microphone filters help change the pitch of the voice to give it a desired effect. This technique is also applied in ads with funny characters.

Jingle – short song

Jingles are crisp little songs with musical composition. They are so attractive that some times you see people humming those jingles in daily life. It is a difficult ad as compared to other radio ads. They require writing script, production and post production work and cost more than other ads.

Verse commercial

This ad will be used to cover the gap between jingle and plain dialogue. The performer simply utters lines written with rhyme and it creates musical impression without using music in it.



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Discuss the main features of early radio drama? (5 Marks - Lesson 14)

In early days radio dramas were loud and more like stage plays and were written when radio came to in India in 1926. First in Bombay then in Lahore, Peshawar and Delhi. After Pakistan's independence it started in Karachi, Rawalpindi and Hyderabad. Rafi Peerzada and Z. A. Bokhari worked hard to convert stage plays into radio plays.

Radio reached maturity with new writing skills, dialogue delivery and voice control in speech. Agha Nasir, Kamal Ahmed Rizvi were the famous writers that time.

New writing techniques and dialogue delivery with immense voice control in speech were introduced. By the time second generation of writers came Agha Nasir, Kamal Ahmed Rizvi, Ashfaq Ahmed, radio had come to age in Pakistan. "Hamid Mian Ke Haan" and "Talqeen Shah" were popular weekly radio programs for decades on Radio Pakistan.

Why studio is an important thing for a broadcasting house? (5 Marks - Lesson 13)

When we think about studio the first thing comes to our mind is a room from where all the transmissions are made and broad-casted. As the advancement were made in the field of broadcasting the requirements of setting up news specialized studios were needed. They are fitted with microphones, recording systems, lights and booths for producer to see the recording and control transmission.

A studio is a main requirement in a broadcasting house. It looks like a room from outside but is totally different from inside. Its wall are sound proof so no sound pass through it walls. Doors are closed tightly to stop outside sound entering inside. Its floor is covered with leather or carpet to make sure no sound is produced while walking.

Different types of studio are being designed now a days:

- News Studio
- Talk Shows/ Discussions Studio
- Drama Studio
- Music Studio

Discuss News Studio briefly? (3 Marks - Lesson 13)

News studio in a radio station is a simple and small room. You will find a chair, table with microphone fitted and enough light to read the news. Some times table lamp or spot light used if room light is not enough. The reason to keep news studio small is because only one person required to read news and requires silence. No other equipment is required because background sound is not used in Radio News.

What are the important points that should be kept in mind while writing script for radio documentary? (3 Marks - Lesson 20)

The Script refers to the written material which tell us the verbal and non verbal actions to be performed during program. It tell us what to do, when to do, how to do and say at particular time. Every program stats when a producer gives script to the character, actor, announcer or anchorperson.

Writing script is not easy job. The writer must be familiar with the type of program and its requirements. Points to remembers are: the script must be ready before other



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formalities are fulfilled. Historical data must be accurate if used. Choice of words must be simple and easy to understand by common people.

Write about any 2 types of documentaries (5 Marks - Lesson 9)

Radio documentary is a spoken word, presents reality and facts in non-fiction story. A radio documentary covers topic in depth through one or different perspectives, featuring interviews, commentary and sound. Radio documentaries are important part of radio broadcasting. Current affairs producer takes care of the radio documentaries and their duration is 10-15 minutes.

Narrative

This documentary is based on spoken or written story. It must represent facts, figures and written in such a way that engage listeners and keep their interest. For instance if the documentary is about Texila it should highlight how much people were civilized that time, how people spend their daily life, and what are the artifacts recovered from that place. What language they speak and does this language exist in any other part of this world?

Close to places

This type of documentaries are about people, places and events and requires the visit of that place to get the real feel of the surroundings. It makes your documentary alive and interesting. Listeners listen the live sounds of that area you are mentioning and giving details of that important locations. Visiting River Chinab when it is in full swing, capturing the sound of running water, with birds flying and wind blowing and explaining events associated with it is much more appealing than sitting in studio and making documentary.

Documentary is about fact. How important is imagining in making documentary? (3 Marks - Lesson 15)

Radio documentary is a spoken word, presents reality and facts in non-fiction story. A radio documentary covers topic in depth through one or different perspectives, featuring interviews, commentary and sound. Radio documentaries are important part of radio broadcasting. Current affairs producer takes care of the radio documentaries and their duration is 10-15 minutes.

The producer should use his imagination in documentary production. Once script is ready, imagination work will start. In mind he/she visualizes the whole story and its important cues including how to start the documentary, where to create suspense and how to keep people's interest alive throughout its duration. Remember that objectivity should not be overshadowed otherwise the purpose of documentary will be lost.

Give alternative example of breaking news? (3 Marks - Lesson 2)

What is breaking news? (3 Marks - Lesson 2)

Breaking news means events that are unexpected and happening at the time. Broadcasters feel that this must be inform people urgently. It requires stopping routine transmission and to be done wisely. Excess of breaking news will annoy people and they will not pay attention to breaking news. News channels should focus on regional news in their local languages to inform people about worth things related to them.

What is meant by Cue Sheet? (3 Marks)

Keeping track of the program, its timings, commercial breaks, names of writer, producer, director and other staff, their responsibilities and listing various elements and cues.

How semantics create barriers in the smooth communication process? (5 Marks - Lesson 12)



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Generally noise refers to sound and voices. In communication it means anything which distorts or hamper the message is called noise. Differences in interpretation of statements, and inadequate vocabulary are also considered noise.

Semantics

Study of meaning, signs and symbols used in communication are called Semantic. The word "sema", is a Greek word meaning signs. The Semantic Barriers means misunderstanding between the sender and the receiver due to the different meanings of words or symbols used in the communication. It happens when communication is not in simple words or symbols. The receiver interpret according to his ability and command over language. If a person says to his Chinese friend that I visited Malaysia once in blue moon, he might say that his company does not deals with moon but produce stars for events. If they keep discussing things they were unable to understand each other.

A radio producer must realize that his program will be listened by many peoples of different backgrounds and level of language skills. The words and their sound must be done in such a way that every one can understand the message in its best form. The message could be understood properly if language used is simple with moderate gap in words with clear voice.

What do you know about Diversity in radio plays? (3 Marks - Lesson 15)

Diversity means "range of different things". Diversity in radio plays means dramas for different segments of people addressing different issues. When dramas started it was meant for everybody but in 1930 their classification started based on peoples interest and issues as per their age group. It was becoming difficult to write a drama which is creates interest among all age groups like, children, adults, women and old age people. Also need to make sure that the drama should not be so specif that ignores large segment of other groups. Best thing is to use the common language, jokes and events of daily life to keep interest of different age groups.

What are amplitude modulation and frequency modulation? (3 Marks - Lesson 18)

Radio is a small part of the electromagnetic spectrum used for business and non-business issues. Radio signals are broad-casted through AM (Amplitude Modulation) or FM (Frequency Modulation). Both transmit the information in the form of electromagnetic waves.

AM works by varying the amplitude of the signal and frequency remains the same. Information can be transmitted over long distances but it is likely to be affected by noise which affects amplitude where information is stored.

In FM, the electromagnetic waves spins more number of times instead of its height and the information (sound) is encoded by varying the frequency of the wave and its amplitude is constant. FM is based on the principle of Line-in-Sight. It's range is lower than AM but sound quality is better due to higher bandwidth.

Advantages and disadvantages of AM & FM? (3 Marks - Lesson 18)

Radio signals are broad-casted through AM (Amplitude Modulation) or FM (Frequency Modulation). Both transmit the information in the form of electromagnetic waves.



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AM signals are strong and the Information can be transmitted over long distances. The issue with AM signals are that they interacts more with static charge which comes from thundering clouds, or spark plug of motorcycle etc. This creates noise which affects which affects amplitude where information is stored. As a result the listeners does not hear the sound or hear below normal level which is not understandable.

FM transmissions are less prone to the noise caused by static charges or electrical sparks. Its waves shows resistance to other waves. It's range is lower than AM but sound quality is better due to higher bandwidth. FM is based on the principle of Line-in-Sight. If its waves near to the ground its signals becomes weak. Thats why its transmitters are kept high from ground level to send quality signals far.

Discuss Current affairs format?

Current affairs is a type of broadcast journalism which focus on detailed analysis of current events and discussed various perspective of them in details. Broadcasting news is essential for every channel now a days so they have to make current affairs programs to inform public different views and latest development on that issue. Current affairs is a wide subject and can be divide into following categories.

Talk Shows

Talk show is a current affairs program where an expert is called to speak for 7-8 minutes on any current issue. The anchor person noted down the points and start discussing the issue with the guest. As they discuss more information is reveled for public and they see new dimension in that issue. The duration of these programs are usually around 30 minutes.

Discussions

When more than one person is invited to explain his point of vie on any current issue it is called discussion. They sit on a half circle round table or in such a way to see each other. Every one has equal right to speak and explain his point of view. The anchorperson ask questions and play a mediator role. It requires lot of knowledge, training and speaking skills to manage different person especially when the topic is a political or regional issue. Invited guest want to talk more and loud and sometimes the discussion become arguments.

The anchorperson must be neutral and excellent communication skills. His role is to keep the atmosphere cool and take the discussion to the conclusion so audience will see the diversity in opinions and understand their point of view. Taking side of any person is not encouraged because than anchorperson becomes a party and his reputation get damaged.

Interviews

The word "interview" came from Latin and French. Its meaning is "see each other or see between". An interview is a formal meeting between people when questions are asked and answered. The person who ask the questions is called **interviewer** and who answered is called **interviewee**. In media, interviews are conducted by reporters to get more information on specific issue from an expert or people of high value who's opinion matter and they do not get time to share their point of view or experience with public. The get appointment for the questions & answers session and its called interview.

Two types of interviews being conducted:



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Single Person Interview

An expert asks questions to another person to cover the entire issue. These questions were prepared before the interview. Sometimes news questions are asked based on the answer.

Panel Interviews

When more than one person conducts an interview, it is called a panel interview. The panelists divide the area as per their specialization and ask questions one by one. This interview is required when the interviewee is holding a top slot and performing multiple tasks like Prime Minister of a country or Minister or CEO of a big organization.

Interviewees could be a literary personality, politician, sports person or celebrity of show biz. Some time an interview is based on a situation and many people are asked questions to know how they like in case of an earthquake or fire in a building or tragic accidents.

What is breaking news? (3 Marks - Lesson 2)

Breaking news means events that are unexpected and happening at the time. Broadcasters feel that this must be informed to people urgently. It requires stopping routine transmission and to be done wisely. Excess of breaking news will annoy people and they will not pay attention to breaking news. News channels should focus on regional news in their local languages to inform people about worth things related to them.

Explain Horse and Cattle Show? (3 Marks - Lesson 2)

Horse and Cattle show is held annually in Fortress Stadium and is a part of Spring Festival in Lahore. A diverse range of livestock will be displayed during the week-long show. It includes horse and camel dancing, bull fighting, traditional singing and dancing. Many people, including foreigners, come to see the rich culture that Pakistan presents.

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.

When we listen to advertisements on the radio, it looks like they are for everyone, but this is not true. Every advertisement is based on study and research to influence its target audiences. Target audiences can be divided into men, women, children, adults, and elderly people. This can again be subdivided as per income level also.

If a bank wants to advertise, they will try to target young people who are on job and business and want to use bank services. Their prime target will be rich people who can become customers for a bank as well as eligible for credit cards, business loans, and other prime services. From these services, banks earn much more.

What do you know about occasional radio feature?

Occasional means some times. This feature comes in broadcasting some times during important occasions. If the president or Prime Minister of a country is visiting another



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city or country for the first time, this program explains the way of lifestyle of that city and why the visit is scheduled.

There is a large scope of work for new producers without any fear of misreporting. Because the information will be shared with people for the first time so producer will be safe if some misreporting took place. But it is mandatory for the producer to check the facts twice to make sure that the facts and information is accurate and is not against the ethics and beliefs of the people residing in that area.

A good producer always make sure his/her presence at the time of editing to make sure everything is proper and as per original script.

Discuss the horse and cattle show and Sibbi Mela Balochistan as a part of spring festivals and describe what type of broadcasting they need?

Horse and cattle show held annually in Fortress Stadium and a part of spring festival in Lahore. Diverse range of live stock is displayed during a week long show. It includes horse and camel dancing, bull fighting, national games, traditional signing and dancing etc. Many people including foreigners come to see the rich culture that Pakistan holds.

Sibbi Mela is the biggest cultural show in Balochistan. It is fives day long. It is the second biggest cultural show after Horse and Cattle show in Lahore. In the olden days the heads of the tribes used to sit together and sort out issues. By the time it is converted into cultural show of Balochi people. It is visited by many local and foreigners.

Outdoor broadcasting is required to cover these events. They spread on a large land. OB Van (Outdoor Broadcasting Van) including all the technical equipment and staff required.

What is the difference between discussion studio and music radio?

Discussion studio is also called talk show. This is when more than one person is invited to explain his point of view on current affairs. They sit around a semi circle round table where they can see each other. Every one's point of view has an equal right to be heard. The anchor acts as a mediator and a questioner.

Music studios are tailor made. Now a days no studio can afford to do broadcasting with out them. Studio size depends according to the requirement along with the facilities. Little arrangements is made for chairs and tables. Other option is that the singer and composer sit on the floor. Music studio is difficult to handled because proper cabling and recording panels are required. Technical errors may occur for example violin being away form the mic, the effects of the drummer not being recorded etc.



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- 1 A segment of commercial activities which is responsible to play a role between the radio stations and the producers of goods and services is known as
 - Media industry
 - Advertising industry
 - Marketing
 - Commercialization

- 2 Which of the following is not a TV broadcast standard?
 - PAL
 - SECAM
 - NTSC
 - UTV

- 3 Which one of the following types of Ads is usually destined for children and gets popularity?
 - Dramatized Ads
 - Dialogue based
 - Comedy Ads
 - Social Ads

- 4 What is supposed to be "killing" for an FM station?
 - Bad weather
 - Silence of few seconds
 - Power failure
 - Rain

- 5 Which of the following is designed for long listeners to accustom the hearing medium wave and to tune to a radio station of one's choice?
 - FM
 - Global station
 - Jingles
 - AM

- 6 Karl Ferdinand Braun introduced the first cathode-ray tube for commercial use in
 - 1897
 - 1997
 - 1857
 - 1947



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- 7 A view or comment by an analyst in News is an example of which of the following type of broadcasting?
- Pod casting
 - Live broadcasting
 - Online broadcasting
 - Interactive broadcasting
- 8 The research staff of RCA Laboratories invented the world's first electronic, monochrome compatible, color television system.
- Between 1950 and 1990
 - Between 1946 and 1950
 - Between 1857 and 1947
 - None of these
- 9 Pod casting is a term used for which of the following?
- Live broadcast
 - On-line radio station
 - Public Relations
 - Post production
- 10 According to the facts, which of the following civilization had the tendency of wall chalking?
- Western
 - Greek
 - Egypt
 - Indus
- 11 RCA introduced which of following?
- B&W TV
 - Color TV
 - LCD
 - None of these
- 12 Which of the following is one entity yet not known widely to the FM stations?
- Dramas
 - Weather reports
 - Traveling
 - Musical programs
- 13 A view or comment by an analyst in News is an example of which of the following type of broadcasting?
- Pod casting
 - Live broadcasting
 - Online broadcasting
 - Interactive broadcasting



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- 14 Which of the following is not one of the types of broadcasters?
- Global
 - National
 - Regional
 - Social
- 15 In which type of interview sometimes supplementary questions have to be scripted as other are putting questions in real time?
- Panel interviews
 - Board interviews
 - Field interviews
 - Surveys
- 16 In which of the following the script may carry historical data?
- Documentaries
 - Talk shows
 - News
 - Interviews
- 17 Who is considered as the inventor of television, the device responsible for receiving voice as well as images?
- John Logie Baird
 - Karl Ferdinand Braun
 - Paul Nipkov
 - Berzelius
- 18 In which of the following century, the advertisement started assuming a very formal shape as an independent subject?
- 17th
 - 19th
 - 20th
 - 16th
- 19 Which of the following is a strong modulation and could be transmitted to more distance as compare to others sources?
- FM
 - Global station
 - Jingles
 - AM



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- 20 Which of the following halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most?
- The sudden outbreak of WW2
 - WWI
 - Cold War
 - None of these
- 21 Advertisements that are supported by little crispy songs with a very attractive musical composition are called?
- Taboos
 - Jingles
 - Scoop
 - Spot
- 22 Which of the following is an active device which converts the signal into a form which perfects it for transmission?
- Microphone
 - Amplifier
 - Modulator
 - Transmitter
- 23 Public announcement speaker system, telephone, pilot in a ship or aero plane, mobile phone, in all of these processes the voice first enters in:
- Microphone
 - Amplifiers
 - Air
 - Diaphragm
- 24 RSS and mp3 format is essential for establishing which of the following option?
- FM Radio station
 - AM Radio station
 - On-line Radio station
 - Social network
- 25 In which of the following the advertisers prefer to include both male and female voices to give an impression that the product is meant for all the people alike?
- Dramatized Ads
 - Dialogue based
 - Comedy Ads
 - Funny Ads



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- 26 Which of the following is an active device which converts the signals into a form which perfects the transmission?
- Microphone
 - Amplifier
 - ✓ Modulator
 - Transmitter
- 27 Which of the following is an ingredient for writing a well structured script?
- Strong word
 - Long Sentences
 - Small Sentences
 - ✓ Factual based Sentences
- 28 The electric pulse goes to the first voltage.....which works out the desired amplitude of the voice-signal.
- Microphone
 - ✓ Amplifier
 - Modulator
 - Transmitter
- 29 Which of the following is not a type of microphone?
- Collar mikes
 - Mobile phones mikes
 - Broadcast type
 - ✓ Outdoor mikes
- 30 Which of the following help to change the pitch of the voice to give it a desired effect.
- ✓ Microphone Filters
 - Amplifiers
 - Jingles
 - Comedy Ads
- 31 Creating your own radio station on the net with almost negligible cost on software and little arrangement on what you intend to broadcast is recognized as:
- Netizen
 - ✓ Pod-casting
 - Net casting
 - E-mails



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- 32 Which one of the following types of Ads is small in size and the advertisers can repeat them many times during a day?
- Straight announcements
 - Dramatized
 - Dialogue based
 - Dialogue based

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- 1 Radio stations were inherited by Pakistan at the time of the subcontinent in 1947, only in number.
 - Five
 - ✓ Three
 - Four
 - Two

- 2 What was the effect of television on tourism and hotel industry?
 - ✓ TV channels screen beautify tourists resorts in their countries to draw attention of holiday makers
 - People did not need to go anywhere as they can see everything on their TV screen at home
 - People were so much involved in TV programs that they avoided to go abroad even for recreation
 - It did not affected the tourism and hotel industry in anyway

- 3 In the beginning PTV transmission was replica of
 - Print media
 - ✓ Radio broadcasting
 - Press releases
 - Publishing

- 4 As compared to radio, gestures replace words on .
 - ✓ TV
 - Print
 - Internet
 - Pop up

- 5 Depth of field (DOF) refers to.
 - ✓ Range of distance which a camera can sharply focus
 - Direction of camera according to the viewers and anchorperson
 - Distant shots taken by camera
 - None of the given options

- 6 RCA introduced which of following?
 - B&W TV
 - ✓ Color TV
 - LCD
 - None of these



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- 7 In TV broadcast, if a person is shown standing in front of Faisal mosque but actually he is not there .what it would be called?
- Special effects
 - Amalgamation
 - ✓ Optical illusion
 - Dual scenes
- 8 The maximum exploitation of the TV broadcast has been done by the _____ from all over the world.
- ✓ Business community
 - Political community
 - Religious community
 - Journalist community
- 9 Can absorb a light intensity difference of 1:100
- ✓ Human eye
 - Camera eye
 - Animal eye
 - Woman eye
- 10 If a program's shooting is to be done in indoor location,
- ✓ INT
 - IN
 - IND
 - INL
- 11 A view or comment by an analyst in news is an example of which of the following type of broadcasting?
- Pod casting
 - Live broadcasting
 - Online broadcasting
 - ✓ Interactive broadcasting
- 12 Which of the following program will carry the permanent set?
- Award shows
 - Drama
 - Seminar
 - ✓ News
- 13 Being a set designer if we design a set for talk shows or news, then which of the following category we will choose?
- Temporary set
 - Regular set
 - Special set
 - ✓ Permanent set



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- 14 Which of the following halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most?
 - ✓ The sudden out break of WW2
 - WW1
 - Cold war
 - None of these

- 15 In which type of interview sometimes supplementary questions have to be scripted as other are putting questions in real time?
 - ✓ Panel interviews
 - Board interviews
 - Field interviews
 - Surveys

- 16 Basically are necessary to make broadcast possible from a studio
 - Two lights
 - ✓ Three lights
 - Four lights
 - Five lights

- 17 the research staff of RCA laboratories invented the world's first electronic, monochrome compatible, color television system
 - Between 1950 and 1990
 - ✓ Between 1946 and 1950
 - Between 1857 and 1947
 - None of these

- 18 PEMRA stands for:
 - ✓ Pakistan electronic media regulatory authority
 - Pakistan election maintainance regulatory authority
 - Pakistan electoral broad authority
 - Pakistan electronic regulatory authority

- 19 What is the name of a camera shot when we are looking up from eye level?
 - ✓ Low angle
 - High angle
 - Mid angle
 - Verticle angle

- 20 Which of the following option separates the objects from wall behind?
 - Fill light
 - ✓ Back light
 - Key light
 - Chrome light



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- 21 Which of the following factor mostly introduced the media imperialism?
- Internet
 - Technology
 - ✓ Mass media
 - Satellite
- 22 Which of the following is the oldest transmission system of TV?
- SECAM
 - PAL
 - ✓ NTSC
 - None of the above
- 23 What type of lights are used in day/night sporting events?
- ✓ Flood lights
 - Key lights
 - Back lights
 - Fill lights
- 24 When PTV world transmissions started?
- ✓ 1998
 - 1996
 - 1947
 - 1964
- 25 When PEMRA was established?
- Feb 1, 2000
 - ✓ March 1, 2000
 - Nov 9, 2000
 - Dec 02, 2000
- 26 All of the following are the main concerns of radio drama director EXCEPT
- Sound effects
 - Distance from microphone
 - Speech quality
 - ✓ Facial expressions
- 27 Which of the following program is usually done with two camera arrangements and with collar mike hung at an appropriate point?
- ✓ News
 - Drama
 - Stage show
 - All of the above



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- 28 It is a real test of a set designer to make sets for _____
- Talk shows
 - News
 - Musical programs
 - ✓ Dramas
- 29 When did PTV started its regular color transmissions?
- ✓ Feb 18, 1982
 - Sep 18, 1984
 - Feb 7, 1972
 - Oct 15, 1975
- 30 As compared to radio, gestures replace words on _____
- ✓ TV
 - Print
 - Internet
 - Pop up
- 31 In _____ a producer is very much concerned about the distance between the talent and the mike ?
- ✓ Radio broadcast
 - Tv broadcast
 - Live tv broadcast
 - None of above
- 32 Which of the following is used in pakistan for television broadcast standard?
- ✓ PAL B
 - SCAN
 - PAL A
 - NONE OF ABOVE
- 33 Which of the following is supposed to be the best in reading color of the human skin?
- Red light
 - Yellow light
 - ✓ Orange light
 - Blue light
- 34 The interior coverage means operating the camera under which of the following?
- ✓ Artificial lights
 - Natural lights
 - Sun lights
 - None of above



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- 35 Which of the following is an ingredient for writing a well structured script?
- Strong words
 - Long sentences
 - Small sentences
 - ✓ Factual based sentences
- 36 Columnist knows the laws and keeps journalistic ethics in mind besides never relegating the _____ to redundancy.
- ✓ Editorial policy
 - Management policy
 - Ethical laws
 - Cultural laws
- 37 Column writing can be equated with the concept and practice of _____ of the past.
- ✓ Personal journalism
 - Development journalism
 - Investigative journalism
 - Interrogative journalism
- 38 In which of the following the script may carry historical data?
- ✓ Documentary
 - Talk shows
 - News
 - Interviews
- 39 In a tv broadcast, if a person is standing in front of a faisal mosque but actually he is not there. What it would be called?
- Special effects
 - Amalgamation
 - ✓ Optical illusion
 - Dual scenes
- 40 Radio stations were inherited by pakistan at the time of partition of the sub continent in 1947, only _____ in number.
- Five
 - ✓ Three
 - Four
 - Two
- 41 Which of the following program will carry permanent set?
- Drama
 - Award shows
 - Seminar
 - ✓ News



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- 42 In which category of the tv programs, the sets are changed frequently?
- News
 - Talk shows
 - ✓ Dramas
 - Current affairs programs
- 43 Which of the following is not a movement shot?
- Pan
 - Tilt up/down
 - Crane shot
 - ✓ Trolley shot
- 44 _____ are cited as deliberately trying to allure the youth of other societies through spicy tv broadcasts?
- ✓ European nation
 - Muslim nation
 - South asian nation
 - African nation
- 45 The interior coverage means operating the camera under which of the followin?
- ✓ Artificial light
 - Natural light
 - Sunlight
 - None of these
- 46 Which of the following factor mostly introduced the media imperialism?
- Internet
 - ✓ Technology
 - Mass media
 - Satellites
- 47 Pod casting is a term used for whioch of the following?
- Live broadcasting
 - ✓ On line radio broadcasting
 - Public relations
 - Post production
- 48 What was the previous name of PEMRA?
- PPO
 - ✓ RAMBO
 - RPPO
 - PMRA



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- 49 Which of the following is not an example of the passive props?
- Ash tray
 - Pen holder
 - Magazine
 - ✓ The host
- 50 PTV academy was established in early_____
- 90s
 - 80s
 - 70s
 - ✓ 60s
- 51 When ptv world transmission was started?
- ✓ 1998
 - 1996
 - 1947
 - 1964
- 52 RSS and MP3 format is essential for establishing which of the following?
- FM radio station
 - AM radio station
 - ✓ Online radio station
 - Social relation
- 53 In 1998, how many tv productions centers were established in Pakistan?
- 4
 - ✓ 6
 - 3
 - 5
- 54 Creating your on radio on net with negligible cost on software and little arrangement on what you intend to broadcast is recognized as
- Netizen
 - ✓ Pod casting
 - Net casting
 - E mails
- 55 Basically _____ lights are necessary to make broadcast possible from studio?
- 2
 - ✓ 3
 - 4
 - 5



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- 56 Karl Ferdinand Braun introduced the first cathode- ray tube for commercial used in
- ✓ 1897
 - 1997
 - 1857
 - 1947
- 57 The first TV station of Pakistan was established in
- Karachi
 - ✓ Lahore
 - Islamabad
 - Quetta
- 58 Which of the following is a supporting element for a camera shot?
- ✓ Sound effects
 - Visual ads
 - Lighting
 - Temperature
- 59 Which one of the following statements describes “ imbalance between verbal and nonverbal combination”?
- Voice should be louder
 - Imbalance between voice and gestures
 - Voice and gestures balance don’t mean
 - ✓ The body gestures must support what is being said
- 59 In December of 1954,RCA introduced their 21”
- LCD
 - B&W TV
 - ✓ Color TV
 - All of these
- 60 If a program’s a shooting is to be done in outdoor location, which of the following initials on the script will depict it?
- ✓ EXT
 - OUT
 - OTD
 - OD
- 61 Cutting electronically coloured part of the TV picture which is in the background of the subject refers to?
- Contrast
 - ✓ Chroma key
 - POV
 - Depth of field



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- 1 What was the effect of Television on tourism and hotel industry?
 - TV channels screen beautify tourists resorts in their countries to draw attention of holiday makers.
 - People did not need to go anywhere as they can see everything on their N screen at home.
 - People were so much involved in TV programs that they avoided to go abroad even for recreation.
 - It did not affected the tourism and hotel industry in any way.

- 2 The interior coverage means operating the camera under:
 - Artificial lights
 - Natural Light
 - No light
 - Sun light

- 3 All the range of a distance which is in the sharp focus of the camera is referred to as:
 - DOF
 - POV
 - DFC
 - None of the given options

- 4 Which of the following element would be missing in a Radio Advertisement?
 - Music
 - Poetry
 - Sound effects
 - Pretty Faces

- 5 What is meant by the mushrooming of TV channels?**
 - Rapid increase in the number of channels
 - Contrasting opinion of various channels over various issues
 - 24 hours transmission of channels
 - Putting restrictions on Channels

- 6 are cited as. deliberately trying to allure the youth of other societies through spicy TV broadcasts.
 - European nations
 - Muslim nation
 - South Asian nations
 - African nations

- 7 Rehearsals are made in which of the following phase?
 - Pre production
 - Production
 - Post production
 - None of the given options



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- 8 In TV broadcast, if a person is shown standing in front of Faisal Mosque but actually he is not there. What it would be called?
- Special effects
 - Amalgamation
 - Optical illusion
 - Dual Scenes
- 9 News related to a robbery will fall in the category of
- Political
 - Financial
 - Crime
 - Development
- 10 refers to announcement or ads at a particular time in between programs
- SPOT
 - Scoop
 - Stock
 - Cut
- 11 Recordings, during the middle stage of production, are the way viewers see the final program.
- Never done
 - Always done
 - Sometimes done
 - None of the given options
- 12 No program on radio or TV is possible for the purposes of broadcast unless it gets approval from the:
- Higher authorities
 - Viewers
 - Journalists
 - Other TV channels
- 13 In Pakistan TV has also been permitted to part of the assembly discussions.
- Telecast live
 - Telecast special
 - Telecast recorded
 - Telecast oath taking
- 14 Which of the following factor mostly introduced the media imperialism?
- Internet
 - Technology
 - Mass Media
 - Satellites



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- 15 Which of the following category of timing is meant to generate maximum revenue?
- Prime Time
 - Early Morning
 - Late Night
 - Afternoon
- 16 can absorb A light intensity difference of 1:100.
- Human eye
 - Camera
 - Animal eye
 - Woman eye
- 17 Which of the following option separates the objects from wall behind?
- Fall light
 - Back light
 - Key light
 - Chrome key
- 18 The first task of the producer in pre production phase is to get for the program.
- Script
 - Costumes
 - Publicity
 - Shooting schedule
- 19 Which of the following is supposed to be the best in reading the color of human skin?
- Red light
 - Yellow light
 - Orange light
 - Blue light
- 20 Which of the following is NOT an example of passive props?
- Ash-tray
 - Pen-holder
 - Magazine
 - The host
- 21 The maximum exploitation of the TV broadcast has been done by the_____ from all over the world.
- Business community
 - Political Community
 - Religious Community
 - Journalist community



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- 22 The filter used in TV broadcast to change the shade of the light is called a_____.
- Filter
 - Gel
 - Cleaner
 - Balancer
- 23 Which of the following news will fall in the category of international news'?
- Oath taking ceremony of newly elected US president Obama
 - Road accident in Lahore kills two people
 - Spring festival celebrated in Islamabad
 - All of the given options
- 24 Which of the following has always been a strong tool for propaganda?
- Media
 - Women
 - Culture
 - Children
- 25 Which of the following TV news channel is more likely to adopt pro government policies?
- Aaj news
 - PTV news
 - Geo news
 - Express news
- 26 BBC and CNN are examples of:
- International News Channels
 - News agencies
 - Drama channels
 - Print media
- 27 In a talk show if the compare nods his head in giving response to his guest. Then this nodding of head shows his:
- Verbal expression
 - Nonverbal expression
 - Disinterest m program
 - Command over subject
- 28 Which of the following is not a type of ads?
- Dramatized
 - Jingle
 - Comedy/funny
 - Imaginative



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- 29 In a producer is very much concerned about the distance between the talent and the microphone.
- Radio broadcast
 - TV broadcast
 - Live TV program
 - None of the given options
- 30 In which of the following media it is very difficult for an ordinary person to hide their feelings as they pass some observations or have to answer on spending of public money?
- Radio
 - TV
 - Paper
 - Internet
- 31 are usually allotted to programs which have the potential to earn revenue through advertisements or could be sold out to private productions
- Prime hours
 - Ordinary hours
 - night hours
 - Official hours
- 32 Financer of a TV program available in the form of an individual or a company usually manufactures of popular industrial and luxury products are called its
- Sponsors
 - Producers
 - Marketer
 - Shareholders
- 33 If a program's shooting is to be done in indoor location, which of the following initials on the script will depict it?
- INT
 - IN
 - IND
 - INL
- 34 During which time period, TV transmission in Pakistan was covering Karachi, Rawalpindi and Lahore only?
- From 1964 to 1982
 - From 1964 to 1972
 - From 1964 to 1992
 - From 1964 to 1985



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- 35 Which of the following Pakistani President's visit to India was covered live by dozens of TV teams representing countries from almost all the continents?
- Pervez musharraf
 - Asif Ali Zardari
 - Farooq Laghari
 - Zial ul Haq



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- 1 By what mean the visual worth of a program is enhanced
 - Props arrangement
 - Lighting
 - Sound effects
 - Jingles

- 2 In order to generate a new idea for a program what technique is followed by the production team?
 - Team work
 - Innovation
 - Brainstorming
 - Discourse

- 3 In the early days of TV broadcast most scriptwriters had come from
 - Radio
 - Print media
 - Newspaper
 - Advertising

- 4 The filter used in TV broadcast to change the shade of the light is called a
 - Filter
 - Gel
 - Cleaner
 - Balancer

- 5 If a program s shooting is to be done in indoor location, which of the following initials on the script will depict
 - INT
 - IN
 - IND
 - INL

- 6 What type of light are used in day/night sporting events
 - Flood lights
 - Key light
 - Back light
 - Fill light

- 7 No program on radio or TV is possible for the purpose of broadcast unless it gets approval from the
 - Higher authorities
 - Viewers
 - Journalist
 - Other TV channels



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- 8 Which of the following TV news channel is more likely to adopt pro government policies?
- AJ news
 - PTV news
 - Geo news
 - Express news
- 9 The maximum exploitation of the TV broadcast has been done by the -----from all over the world
- Business community
 - Political community
 - Religious community
 - Journalist community
- 10 The first task of the producer in pre production phase is to get ----- for the program
- Script
 - Costumes
 - Publicity
 - Shooting schedule
- 11 A playwright will charge money for writing script of a program according to
- Market demand
 - His own needs
 - Producer's stats
 - Length of the stats
- 12 News relate to the rupee value will fall in the category of
- Political
 - Financial
 - Crime
 - Development
- 13 Which of the following program will carry the permanent set?
- Award shows
 - Drama
 - Seminar
 - News
- 14 Which of the following thing cannot be observed on radio talk show?
- Facial expression of guest
 - Voice of presenter
 - Voice of clapping of audience
 - Tone of the participants



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- 15 Cutting electronically colored part of the TV picture which is in the background of the subject refer to
- Contrast
 - Chrome key
 - POV
 - Depth of field
- 16 Media hammering one side of the issue refer to which of the following concept?
- Propaganda
 - Politics
 - Diplomacy
 - Agenda setting role of mass media
- 17 Which of the following is supposed to be the best in reading the color of human skin?
- Red light
 - Yellow light
 - Orange light
 - Blue light
- 18 In which kind of camera part of the body is focused?
- Long short
 - X-close up
 - Medium close up
 - None of this
- 19 Being a set designer if we design a set for talk shows or news then which of the following category we will choose?
- Temporary set
 - Regular set
 - Special set
 - Permanent set
- 20 ----- are usually allowed to programs which have potential to earn revenue though advertisements or could be sold out to private production?
- Prime hours
 - Ordinary hours
 - Late night hours
 - Official hours



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- 21 ----- are cited as deliberately trying to allure the youth of other societies thought social TV broadcasts.
- Europe nations
 - Muslim nations
 - South Asian nations
 - African nations
- 22 In Pakistan TV has also been permitted to----- part of the assembly discussions.
- Telecast live
 - Telecast Social
 - Telecast Recorded
 - Telecast Talking
- 23 Basically are necessary to make broadcast possible from a studio?
- 2 light
 - 3 light
 - 4 light
 - 5 light
- 24 Which of the following is not a TV news channel?
- ARY one world
 - AAJ TV
 - MASALA TV
 - Express TV
- 25 Which of the following medium can cover verbal as well as nonverbal expressions?
- Radio
 - Television
 - Newspaper
 - All of the given option.
- 26 Which of the followings not an example of a permanent set?
- News set
 - Hot and cover sets
 - Traditional set
 - Set for Tariq Aziz show
- 27 The interior coverage means operating the camera under?
- Artificial light
 - Natural light
 - No light
 - Sun light



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- 28 Which of the following has always been a strong tool for propaganda?
- Media
 - Women
 - Culture
 - Children
- 29 All the range of a distance which is in the sharp focus of the camera is referred to as
- DOF
 - POV
 - DFC
 - None of the given options
- 30 can absorb a light intensity difference of 1:100
- Human eye
 - Camera
 - Animal eye
 - Women eye
- 31 In electronic media timings from 6pm to fall in the category of
- Prime hours
 - Ordinary hours
 - Late night hours
 - Official hours
- 32 All of the following are included in making a budget for a program except?
- DVS
 - Costumes
 - Talent
 - POV
- 33 It is real rest of a set designer to make stand for
- Talk show
 - News
 - Musical programs
 - Dramas
- 34 The amount of money spent on the costumes of the performers for a TV program depends upon
- Nature of the drama
 - Popularity of performer
 - Number of drama episodes
 - None of the given options



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- 35 Scripting of a program is made in which of the following phase?
- Pre production
 - Production
 - Post production
 - None of the given options
- 36 Financer of a TV program available in the form of a individual or a company usually manufactures of popular industrial and luxury products are called its
- Sponsors
 - Producer
 - Marketer
 - Shareholder
- 37 As compared to radio gesture replace word on-----
- TV
 - Print
 - Internet
 - Pop up
- 38 The amount of money spend on the costumes of the performers for a TV program depends upon,
- Nature of the drama
 - Popularity of performers
 - Number of drama episode
 - None of the given options
- 39 Depth of field (DOF) refers to
- Range of distance which a camera can sharply focus
 - Direction of camera according to the viewers and anchor person
 - Distant shots taken by camera
 - None of the given option
- 40 People who have good communication skills and command on the language are very likely to succeed in the job of-----
- Scriptwriter
 - Producer
 - Director
 - Set director
- 41 Which of the following news will fail in the category of international news?
- Oath taking ceremony of newly elected US President Obama
 - Road accident in Lahore kills two people
 - Spring festive celebrated in Islamabad
 - All of the given option



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- 42 If a program is shooting to be one in outdoor location which of the following initials on the script will depict it?
- EXT
 - OUT
 - OTD
 - OD
- 43 Which of the following factor mostly introduce the media imperialism?
- Internet
 - Technology
 - Mass media
 - stateless
- 44 In ----- a producer is very much concerned about the distance between the talent and the microphone.
- Radio broadcast
 - TV broadcast
 - Live TV program
 - None of the given options
- 45 Which of the following program is usually done with two camera arrangement and with collar mike hung at an appropriate point?
- News
 - Drama
 - Stage show
 - All of the given options
- 46 Which of the following business is regarded as the second area in?
- Tourism
 - Import export
 - Computer industry
 - Advertising agencies
- 47 What is the name of a camera shot when we are looking up from eye level?
- Low angle
 - High angle
 - Mid angle
 - Vertical angle
- 48 What is meant by the footage of news?
- Video of the happening
 - Magnitude of the happening
 - Nature of happening
 - Level of human interest in the news



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- 49 In which of the following made it is very difficult for an ordinary person to hide their feeling as they pass some observations or have to answer on spending of public money?
- Radio
 - TV
 - Newspaper
 - Internet
- 50 In which category of the TV program the sets are changed frequently?
- News
 - Talk shows
 - Dramas
 - Current affair programs
- 51 Which of the following is not an example of passive props?
- Ash-tray
 - Pen-holder
 - Magazine
 - The host
- 52 Which of the following program will carry the permanent set?
- Award shows
 - Drama
 - Seminar
 - News
- 53 People who have good communication skills and command on the language are very likely to succeed in the job of-----
- Scriptwriter
 - Producer
 - Corrector
 - Set director
- 54 In a talk show if the compare nods his head in going response to his guest. Then this nodding of head shows his
- Verbal expression
 - Nonverbal expression
 - Disinterest in program
 - Command over subject
- 55 Which of the following is not a movement shot?
- Pan
 - Tilt up
 - Crane shot
 - Trolley shot



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Explain Curtain Raiser?

A short event, performance or play, presented before the main event or play in 19th and 20th centuries. Basically it is full fledge program broadcasted to create peoples interest and curiosity.

In what ways a curtain raiser for radio will be different as compared to TV? Discuss

Radio has an important role to spread information among people. Radio will almost deliver the same information but will have the following pattern:

- 1) Program will be on air in different local languages to keep peoples interest.
- 2) Public will be allowed to ask their questions with host or invited guest.
- 3) Free match tickets or lunch/dinner opportunity will be offered for listeners by answering questions, based on the information.
- 4) Discussion on previous held matches and player's achievements.
- 5) Targeted people will be employees going to office in the morning and returning in the afternoon. Also people who are in rural areas will be informed about the schedules and live commentary.

What is Disc Jockey?

Disc jockeys, also known as DJs, are responsible to play music over radio stations. It is their duty to make sure that commercials, interviews and commentary are delivered on time, per a schedule set by management. Strong personality and clear voice is required for this profession.

Write a script for Disc Jockey?

Radio now a days run for 24 hours. It broadcast different programs through out the day on different topics like current affairs, music, dramas, features, interviews, light-talk shows, medical and traffic awareness programs are not possible without script. These program requires a lot of talking, jokes, information and announcements and must be as per script. Even a shift announcer is given a script to make announcements of news and other programs. Another copy of the script is given to the producer to make sure that a program is going as per script.

TV got enhancement after world war 2, discuss? (Marks 3)

In Sept 1927, first time electronic television was demonstrated successfully in San Francisco. People showed interest in Black & White programs mostly on music, news and films. TV transmission was limited to the urban areas so very small number of people can watch. In World War II people saw war damaged areas, fighting clips and devastation as a result of war. People saw who is winning and who is losing war because seeing is believing. It was unforgettable scenes when Germans were defeated and allied forces entered German land.

RCA laboratories invented the world's first color television in 1950. In December 1954 they introduced 21" color TV and they sold 5000 units and it was a recorded history. Later on remote controls launched and people see end of decade stylish transistorized television.



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Explain Cue Sheet

Like any other profession, Journalism has its own language and terminology which broadcaster need to know. Cue Sheet is a script explaining all the information of the program. The detail information contains title, show length, air date, music length, breaks duration, contents during break, production company info, composer, copyrights and usage. Cue sheets are essential in every program, music or film. Without cue sheets, it would be impossible to track all the necessary information.

Explain Props

Props is a jargon way to say "Proper Recognition". Props are must for TV broadcast. Have you seen number of articles and objects placed on different locations to visually enhance the story? In broadcast terminology it is called Props. They make story more active, add interest elements and enhance non verbal value and more believable story to the viewers.

The props brought into action is called Active Props and they are: book, clock, stick, chair, vase etc. Other elements like ash-tray, magazine, pen holder is called Passive Props.

Cable networks run CDs channel which run copyright content without permission, despite all that why those CDs channel are so popular among audience.

Cable operators transmit recorded materials like songs, programs, movies, dramas through coaxial wire to their subscribers. This type of broadcast is called CD Channels because it occupies a channel in TV set and for viewers it is like a channel. Cable operators can have many channels as they want.

The reason of popularity among people is that they have access to a wide variety of programs at minimal cost. They do not need to buy decoders and different packages. For cable operators this give them huge profits because all programs are pirated and their copies are available on CD's. Also the cable operators save huge money for not securing copyrights.

Discusses the Pakistan TV coverage of 1974 Lahore Islamic Summit

Lahore Islamic Summit also know as The Second Islamic Summit Conference held on February 22-24, 1974 in Lahore. The attendees were head of states, ministers and dignitaries from Muslim countries. It was a huge event and PTV managed its extensive live coverage from Karachi, Rawalpindi and Lahore. Broadcast coverage from Shalimar Garden, offering prayers from Badshahi Mosque, Libyan President Gaddafi address to the Punjab Assembly, public meetings at Qaddafi Stadium all are so well organized that it looks the whole nation is involved to make this summit successful. The credit went to PTV for their 24/7 hard work and professionalism.

What is article 19 of constitution of Pakistan(1973) all about?

Everyone has the right of freedom of speech and expression and freedom of press subject to the limitation and restrictions imposed by the law. These restrictions are placed to stop the wrong doing in the name of freedom of expression to protect the glory of Islam, state security, defence of Pakistan and friendly relations with foreign states.

Article 19 A states that every citizen has the right to access to information on all the matters of public interest subject to the rules and regulations imposed by the law.



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Explain TV Remote Control and its disadvantages

In early days of TV, you need to physically come close the TV set and press buttons to change the channel, increase or decrease volume etc. Now a days sitting on sofa or easy chair and flipping through multiple TV channels is a common practice. Following are the advantages and disadvantages of it.

Advantages: Convenience of access to multiple functions and channels of TV. People with special abilities can have easy access. Adjusting colors, increase or decrease volume, or moving to another channels are at figure tips. Because of tough competition in the market, TV manufacturing companies are offering new features and allowing TV Channels access on their figure tips.

Disadvantages: Some TV sets do not allow you operate directly. All functions are accessed through remover. In case of dead batteries, you are struck and have no manual operations. A person becomes extreme lazy. He/she will not move from their place and becomes "Couch Potato". Sitting at one place also hardfull for body. Less activity can lead to many deseas like Diabetes and so on.

Why TV is considered more important than Radio?

Radio and TV are the two most means of information. Radio transmit information in the shape of sound and music. You can listen news, documentries, dramas and programs thorough sound only. This medium does not allow you to see how things are happening and their step by step sequence.

TV broadcast not only sound and music but images also. When you watch a program you see as it is happening in front of you. The visuals has much more meaning than sound. Seeing is believing. People can see the face expressions, body language, gestures, and other surrounding elements in TV program, news, dramas etc. The visuals leave much more stronger impact on peoples mind rather than just simply listening something on Radio.

TV not just only show live characters but also provide other information like time status, news update through News Ticker, Business news info, currency rates, weather report. Another big advantage is that you can record programs and watch as many times as you want. It also gives you the option to see the action in slow motion to find out how exactly something did place.

In what direction payment are made in second part of budgeting?

To hire a complete shift with engineer, support staff, studio, cameras, lights and props requires a reasonable amount. Shift is usually eight hours long and charged full even if you utilised two hours. A smart director combine many shots and try to utilise the whole shift. Like this he/she can save a lot of money.

Another purpose is to buy tapes, DVs, or mini DVs. Also it is used to engage camerapersons, lighting and make up artisit and set designers. Set designing occupied the most of the money becaus of its look and importance in the program. It means a lot of financial resourecs required.



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What is terrestrial TV broadcast? Explain

The first TV broadcast is on-the-air. A transmitter fixed high in the air which throw signals that travel in a straight line and it loose energy when hit the ground due to the curvature of the earth. It means higher the transmitter the more distance it covers and broadcast signals. People uses ordinary antenna fixed on their roofs to catch the signals and transfer through wire to the TV set.

The antenna is always facing towards transmitter to receive better signals. if due to wind or rain the direction changes, the signal does not come and people climbed up the roof and change toward right direction. In 1950 community Access TV (CATV) was introduced in USA. It was just the modified version of terrestrial broadcast. The difference is that strong antenna is fixed on the top of mountain or high rise place to get strong signals from transmiiter and send to the different houses and offices through coaxial cable.

Still there are many TV stations around the world using this technique to broadcast their contents espically in the populated urban areas. People enjoy this quality broadcast without any interruption.

Discuss the main feature of early radio drama?

In early days of radio, the dramas were like a stage play and performaers spoke loudly so people sitting on the back rows can listen the dialogues. The dialogues were linked and supported by songs and dances. Rafi Peerxada dn ZA Bokhari worked day and night to convert stage plays into radio plays.

Dialogue delivery with voice control were introduced. Second generation writes Kamal Ahmed Rizvi, Agha Nasir, Ashfaaq Ahmed and Talqeen Shah dramas were all over the subcontinent for decades.

These dramas followed by our society ethics. No immoral dialogue, no humiliation of any part of the society, no drams aganinst gove policies. These dramas exposed the hypocrasy and promoted harmony.

Soon it has been realised that dramas doe not attract every one. the research carried out and than decided to have dramas in different categorizes. Separate drams for children, military, farmers, rural and urban people. We can say the dramas were classified as historical, romantic and on social life where at the end the message conveyed that bad act bring bad result and bad characters are always defeated.

Sound effect commercials

All advertisements must carry sound effects. Without sound ads are useless. For TV ads background sound sis not as necessary as it is in radion ads. Sometimes radio ads started with a bang or loud noise to arrtact the listeners and than explain the product.

Acoustical effects: Some times with filters they create effect of a sour throat or any other disease when the person is suffering from some health issue and the voice has to be like ill person. Many devices are available to change the voice and a number of microphones can change the pitch of the voice. It is also used with funny characters in commercial.



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What do you understand the term globalization?

When we intended to investment our funds and business beyond domestic and national markets in the other markets is called Globalization. Because it increases the interconnectivity between the world which in result increase trade, services and cultural exchange. The TV broadcast is the main player to bring people of different cultures and faith close to each other and find way of mutual understanding to move forward. It has highlighted issues of common interest like damaging Ozone Layer and green house gases, global warming anmd melting glaciers. TV broadcast has huge impact on people, they become aware of these issue and laws are being introduced all over the world to protect environemnt.

What are the three basic lights minimum required in a studio for a tv broadcast?

In Broadcast media lighting in studio are very important. They are carefully placed on different positions to get deisred effect. There are at least three minimum lights required in a TV studio.

Key light: It is the main source of light normally placed infront of the character.

Fill light: To beats the shadows these lights are used on the right and left side.

Back light: To separate objects from behind walls. It is placed exactly behind the character.

Mention any two services that are given on television but are not possible on radio.

The following are the services which are not possible on Radio:

Insignia

On the TV set you can see the Channel Logo (Insignia) on the right or top left corner. It shows us what channels we are watching. On Radio because we listen and our eyes are not on the station list, we come to know only when they announce during programs.

Match progress

TV can displays the current score of a cricket match in figures to let viewers know what is the update while watching drama or current affairs program. On Radio, they need to interept the program and announce the current update on match.

Slow motion

Watching any action in slow motion is possible on TV because the motion is captured by a number of still photos per second. It can be played slowly to give effect of slow motion.

News ticker

It is another feature available on TV. While watching important program you can see the current important news, updates or breaking news scrolling on a strip called ticker.

Tele text

Another trend in TV broadcast is to display the information in text format to let people read on screen. It includes share information on stock market, flights times, weather reoprts etc.

Clock

TV screens always shows time on the screens to let viewers know what time is going one while watching other programs.



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In your opinion, why script writing is more difficult than radio or television? (5 Marks)

TV is a visual medium because it transmit information through visuals. To write script for TV broadcast is very difficult as compare to the radio because the requirements are different.

Script is always linked to the medium of information. On TV broadcast the script writer sometimes does not mention things because visible in the scene and does not requires form a character to say by words. Like If character is entering a room and see garbage in the way he/she will say "What is this and why it is here" The viewers will easily understand that it is linked to the garbage. On Radio the script writer has to add words "Garbage" to let listeners know because they are not watching the scene.

Another important element is the facial expression and body language. Character has to bring facial expression on his/her face as per the situation and it is written as a part of script. For radio facial expression and body language is not important. Like if someone is injured, we need to show the injuries and pain expression on the characters face but on Radio you need to say he/she is injured.

Script for Documentaries & Radio Features (Marks 3)

Script is very important for documentaries. It is the basic requirement and without it no program can play. In documentaries all relevant date to be written including historical information, location of the venue and information about surrounding areas as well. In Radio documentaries more attention is put on written words that they must be simple and easily understood as per their context.

Budget depends on the size and quality of the production. explain? (Marks 5)

Any piece of broadcasting whether of Radio or TV requires financial resources. If the production is for TV broadcast and requires different locations to be added must need good amount of money. As the technology changing very rapidly and more tough competition in the market with viewers expectations, it requires a huge money. The set, lights, audio and characters appearance and all related requirements is a costly job and mostly cover by big organizations and sponsorship because a single person can not bear this cost.

The cost can be divided into three parts:

PART ONE:

First of all producer requires a good script and he tries to hire and good repu script writer. Script writes charges differently according to the nature of program. A lot of discussion takes place for the selection of script writer.

Next job is to look for musician who will create background music for the play and express different situations with background music. After this selecting costumes requires a huge money. Different scenes requires different dresses, jewellery, make up and other necessary related items.

If shoot location is not one place, producer makes travel arrangements, hotel accomodation and food for performaers, support staff etc. For set production many of the items are available on rental basis and easy to hire than buy.



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PART TWO:

Second part is to engage ENG staff along with equipment required. It includes cameras, lights, props, and studio or location. Their shifts work for eight hours and if you need to shoot for three hours producer has to pay for the full shift. In this scenario, the producer tries to utilize the time and shoot multiple shots.

Producer also pays additional equipment like buying batteries, DV tapes, camera persons, light staff, set designers as well as utilities bills.

PART THREE:

One program or drama shoot is completed still and big task is to hire a post production house along with graphic designers and video editors to give final shape. It requires cutting extra scenes, edit frames, dubbing audio.

Another important person is the Director, whose cost to be added in the whole process from the day of shooting and till the post production work finished. Therefore now a days most of the productions are carried out with the help of corporate institutions and sponsors.

Who in your favorite TV news anchor and why?

Sana Mirza

Sana Mirza is a renowned anchor of a Geo News Pakistan. She is herself a working journalist and news gatherer along with a contributor in compiling the script to be delivered in a news bulletin. She started part time job from a FM radio in 2003-2004 then she worked a different channels as an anchor and as a producer as well. Professionally Sana Mirza is an MBBS doctor.

She is among one of the preeminent news casters currently working in Pakistan. She is famous for her powerful voice, nice appearance, the way she reads news (face, eyes and hand movements), graciousness, self-confidence (the way of talking with journalists, politicians and other personalities) and stunning smiles. She is a combination of confidence and success and is now an eminent face of television. Initially she started her career as a radio jockey for FM 100 and came out with great achievement. Afterward she worked for different TV channels before lastly settling with GEO News.

Ayesha Bakhsh

Ayesha Bakhsh is one of the renowned anchors of one of the top-notch and leading private news channel of Pakistan "Geo News". She was born on 4 July 1981, in District Lahore, Punjab, Pakistan. She is the daughter of Mian Mohammad Bakhsh and Rubina Bakhsh. She studied at Fatima Jinnah Women University, Rawalpindi and was granted masters degree in Communication Sciences. Before working for Geo news she worked as an anchor on Ary news. Later on in January 2007 Ayesha joined Geo Television and is currently Pakistan's Geo TV's Senior Newscaster. Her first appearance on television as an anchor was on Geo's programme, "Nazim Hazir Ho.". She also hosted "Crisis Cell", "Aaj Kamran Khan Kay Saath" and "Laakin" in absence of their permanent hosts. In 2012, She won the Best News Caster Female at 3rd Pakistan Media Awards.



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In what ways a curtain raiser for radio will be different as compared to TV? Discuss

Radio has an important role to spread information among people. Radio will almost deliver the same information but will have the following pattern:

- 1) Program will be on air in different local languages to keep peoples interest.
- 2) Public will be allowed to ask their questions with host or invited guest.
- 3) Free match tickets or lunch/dinner opportunity will be offered for listeners by answering questions, based on the information.
- 4) Discussion on previous held matches and player's achievements.
- 5) Targeted people will be employees going to office in the morning and returning in the afternoon. Also people who are in rural areas will be informed about the schedules and live commentary.

Why is it important to follow value system of a society in any format of TV broadcast? (3 Marks)

In TV broadcast it is very important to consider the values and norms of the society. Broadcasting does not means to show things which are not acceptable in the society because it will harm their system.

The TV broadcast must follow the checks and balances when broadcasting. In every society they have cultural rituals, manners and vlaues and it differes from society to society. In Pakistan, we can not show, nudity, kisingg and close intimate relation scenes in our broadcast. Also in get together parties or marriages ro official functions we do not show scenes serving alchohal. All these things are not accepted in our society and must be controlled.

Discuss any two situations when an outdoor broadcast becomes inevitable. (5 Marks)

Most of the time the broadcast is to be done from aircondition rooms or studios. Sometimes it is very demanding to show people what is going on outside and requires proper coverage. Following are teh situations when outdoor broadcast in inevitable.

VIP Movement: When any VIP belonging from Govt or foreigh country wants to visit the place of public life. It is necessary to give coverage to his tour and activities they are involved. To do this coverage the broadcast house must get media passes and have OB Van with all the technical staff. Microphones are to be fixed at certain distance and checked properly because of security reasons they will not be allowed to move freely. Sometimes the venue is changed in the last minutes and production team needs to move quickly.

Unexpected Events: Outdoor Broadcast is essential for unexpected events like breaking up fire in a building, flooding, tragic road accident, earthquakes or road closure due to snow falling. All these things required urgent transportation of OB Van with staff. This things comes unexpectedly so all the equipments must be ready and in proper place.



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Why Pakistan Television seemed an advanced-visual form of radio broadcast in its early days? (5 Marks)

When TV broadcasting started one of the issue was to generate contents and have technical manpower. The best possible solution was to make replica of radio broadcast because it was established and working smoothly.

In Pakistan the radio was established and it was broadcasting very good contents like news, dramas, talk shows, music and entertainment programs. The staff was trained and familiar with technical terminology and used to for daily schedule of transmission.

In Nov 1864 TV broadcast started from Lahore and some of the program patterns were taken from radio. Coincidentally, PTV and Radio Pakistan buildings were located in front of each other. It was easy for the Radio Pakistan staff to move from Radio station to PTV station easily. They comes and goes multiple times in a day to help run programs on TV broadcast and in content preparation. That's why it is said the PTV seemed and advanced-visual form of radio broadcast.

Being a radio producer, how would you like to design your early morning transmission? (5 Marks)

Early morning programs are very important in every country People wake up and needs to to start their day. It is different from country to country as per their culture.

In Islamic countries is is always prefer to start with religious programs, followed by news and other information. It needs extra efforts to organize because the technical staff requires to be there before the start of the transmission. I will design the following sequence:

Morning transmissioin will start with Azan and followed by ahadeesh mentioning the importance of Fajer prayer. After that reciting of Holy Quraan with translation. Next step is to broadcast news followed by light music. As people will start leaving their homes, information about traffic, health tips, weather report, events happening in a city and how to be more productive in your work environment supported by jokes.

Why pakistan television seemed an advance visual form of broadcast in its early days? (5 Marks)

Do you think the Indian channels should be banned in Pakistan?

Script always linked with the medium through which a message has to be carried. What do you understand by this statement?

What are the qualities requires being a good set designer?

What is road show which road show do you like the most and why?

There was once a typical heavy looking microphone but now they are so many in types and shapes?

Why TV drama seemed to be replica of radio drama in its early days?

What kind of dramas will be having high costume budgets?

What characteristics should person have to become a good anchorperson.

Discuss angel shots and state the purpose for which the are used?

A produces should keep in mind one political implications of the program since the very first stage of production and why?



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Q1) Is there any difference between the outdoor coverage of an authority's visit and horse and cattle show?

Q4) What characteristics should a person have to become a good anchorperson?

Q5) What do you understand by the term brainstorming is a first step in pre-production of a TV broadcast.

Q6) How could biasness be a barrier in communication process? Explain with example from daily life.

Q7) What is the eligibility criterion in order to get licenses for broadcast and CTV station from PEMRA?

Q What are the support elements camera shots?

Q9) News is sorted out W.R.T their subject for broadcasting purposes. Discuss at least five types of news W.R.T their subject?

3- Define a situation or a scene of a play where high angle shots are used? 3 marks

4- How footage enhance the importance of the news? 3 marks

6- Differentiate between talk show and curtain raiser? 5 marks

7- Script is linked with the medium through which message is carried. Discuss this statement? 5 marks

9- Toughest of all is selection and placement of news on newsreel. Discuss. 5 marks

10- In your opinion for which medium script writing is more difficult? For TV or radio? 5 marks

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Q7) What is the eligibility criterion in order to get licenses for broadcast and CTV station from PEMRA?

Q What are the support elements camera shots?

Q: what is difference b/w semi classic music and film music.?

Q: a producer should keep in mind the political implications program since the very first stage of production.why?

Q:in ur opinion for which medium and y script writing is more difficult, radio or Tv?

Q: what is permanent set.? Gv example of programs that require permanent set.

Q: script is always linked with the medium through which a msg has to be carried. What do u understand by this statement.

Q: how footage enhance the importance of news?

Q: point out the major difference between interior and exterior visual broadcast.

Q: what important point should be kept in mind while writing a script for documentary?



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What is this course all about?

Introduction to broadcasting is an introductory course that will introduce you to Radio and Television as broadcasting media. You will study broadcasting terminologies, basics of production and various issues related to broadcast media, in this course.

What is broadcasting?

Broadcasting is the distribution of audio and/or video signals which transmit programs to an audience. The audience may be the general public or a relatively large sub-audience, such as children or young adults. Broadcasting to a very narrow range of audience is called narrowcasting.

What is a program schedule?

The sequencing of content (program) in a broadcast is called a schedule. Television and radio programs are distributed through radio broadcasting or cable, often both simultaneously. By coding signals and having decoding equipment in homes, the latter also enables subscription-based channels and pay-per-view services.

What is a curtain raiser?

The curtain raiser is a full program in itself which actually is a forerunner before a major program. For instance; a very important OIC conference is going to be held in Pakistan. A day before, or even earlier, special programs will be aired to make people familiarize with the issues the conference is going to discuss. This program will be called curtain raiser.

Who is a Disc Jockey?

A disc jockey (also known as disk jockey, DJ or deejay) is a person who selects and plays recorded music for an audience. Originally, disk referred to phonograph records, while disc referred to the Compact Disc, and has become the more common spelling. Today, the term includes all forms of music playback, no matter the source. There are several types of disc jockeys. Radio DJs introduce and play music that is broadcast on AM, FM, shortwave, digital, or internet radio stations. Club DJs select and play music in bars, nightclubs, discothèques, at raves, or even in a stadium. Mobile disc jockeys travel with portable sound systems and play recorded music at a variety of events.

Who is a Video Jockey?

A video jockey (usually abbreviated to VJ, or sometimes veejay) is an announcer who introduces and plays videos on commercial music television. The term "video jockey" is a derivative of the term "disc jockey", "DJ" (deejay) as used in radio. The term was popularized in the 1980s by the Music Television Network (MTV).

How many phases a complete production can be divided in?

A complete production can be divided in three phase. Pre-Production Production Post-Production



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How can I become a broadcaster?

Just as there are many ways you can travel cross country, so too are there various ways to become a broadcaster. Some choices you have will lead you to your destination quicker than others, however. The name of the game is to get your foot in the door. From there, you'll get to know other broadcasters and important contacts. Equally important is that other people in the broadcasting industry are getting to know you. This course and overall this BS program will help you to get your foot in the door to make this possible.

Do I have to join any TV channel, radio station or production house to learn about broadcasting as a mandatory requirement of the course?

No, you will be learning basics of production and broadcasting in this course without any internship through lectures and assignments only. However at the end of the BS program you will be asked to do internship in some broadcasting house to get the degree.