

D 100754

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. (CBCSS-UG) DEGREE EXAMINATION, MARCH 2024

English

ENG 6B 17—WRITING FOR THE MEDIA

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

I. Answer the following questions in two or three sentences. (Each question carries 2 marks and the maximum ceiling is 20).

- 1 Define technical writing.
- 2 What is FM broadcasting ?
- 3 What is instruction in technical writing ?
- 4 Define thesis.
- 5 What is cyber law ?
- 6 What is a documentary ?
- 7 What is a lead in news story ?
- 8 Who is a copywriter ?
- 9 What is mass media ?
- 10 What is the difference between radio advertisement and TV advertisement ?
- 11 What is Community Radio ?
- 12 What is a tagline ?

(Ceiling 20)

II. Answer the following questions in a paragraph. (Each question carries 5 marks and the maximum ceiling is 30).

- 13 What are the parts of a dissertation ?
- 14 What are the things to be taken care of while writing for radio news ?
- 15 What are the skills required for a technical writer ?
- 16 Discuss the format of a script for a TV commercial.
- 17 What is the relevance of media ethics ?

Turn over

- 18 What is a vlog ? How to make a good vlog ?
- 19 What are the things to be kept in mind while writing for websites ?

(Ceiling 30)

III. Answer any *one* of the following questions in 200 words.

- 20 What are the reasons for television being the most popular media ?
- 21 Attempt an essay on various types of commercials.

(1 × 10 = 10 marks)

D 100754-A

(Pages : 4)

Name.....

Reg. No.....

**SIXTH SEMESTER U.G. (CBCSS-UG) DEGREE EXAMINATION
MARCH 2024**

English

ENG 6B 17—WRITING FOR THE MEDIA

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

ENG 6B 17—WRITING FOR THE MEDIA

(Multiple Choice Questions for SDE Candidates)

1. What is an Editorial ?
 - (A) An opinion piece published on a special page.
 - (B) The job that reporter's get when they are promoted.
 - (C) A part of the writing process.
 - (D) The process when an editor works with an unfinished story.
2. What is a creative lead ?
 - (A) The angle of a story.
 - (B) The main idea of a feature story.
 - (C) A point in the story where the reader loses interest.
 - (D) A piece of information that attracts and keeps the reader interested.
3. _____ technology is adopted for AIR to switch from analog to digital.
 - (A) Cliff effect.
 - (B) Digital Multimedia Broadcasting.
 - (C) Digital Radio Mondiale.
 - (D) Integrated Services Digital broadcasting.
4. In which year did Television emerge in India ?
 - (A) 1955.
 - (B) 1959.
 - (C) 1957.
 - (D) 1940.
5. Which of the following is NOT among the kinds of details news organizations avoid including in their stories ?
 - (A) Trade names.
 - (B) Names of criminal suspects.
 - (C) Profanity.
 - (D) Grisly or gruesome photographs.

6. One of the goals of public journalism is to :
- (A) Make horse-race coverage of politics more interesting.
 - (B) Publish information desired by political elites rather than the general public.
 - (C) Encourage people to participate in democracy.
 - (D) Emphasize the voices on the extremes of the political spectrum and not the centre.
7. The purpose of a slugline on a news story is to :
- (A) Enable reporters to write the headlines for their stories.
 - (B) Help editors identify and track news stories as they are prepared for publication.
 - (C) Hit a news organization's enemies with an insult.
 - (D) Identify the political orientation of a news story.
8. Who printed the first English language book in England ?
- (A) William Caxton.
 - (B) Guttenberg.
 - (C) Frederic James.
 - (D) Jefferson.
9. _____ is a type of writing where the author is writing about a particular subject that requires direction, instruction, or explanation.
- (A) Feature writing.
 - (B) Thesis writing.
 - (C) Technical writing.
 - (D) None the above.
10. The _____ is a short summary of a dissertation, usually about 150-300 words long.
- (A) Abstract.
 - (B) Hypothesis.
 - (C) Report.
 - (D) None the above.
11. Before you start on your research, you should have conducted a _____ to gain a thorough understanding of the academic work that already exists on your topic.
- (A) Research.
 - (B) Survey.
 - (C) Study.
 - (D) Literature review.
12. _____ is the sources that the general public uses to get their information from.
- (A) Reports.
 - (B) Mass media.
 - (C) Books.
 - (D) Computer.

Turn over

13. FM broadcasting is a method of radio broadcasting using frequency modulation (FM). Invented in 1933 by American engineer :
- (A) Edwin Armstrong. (B) Marconi.
(C) Edward James. (D) Charles Babbage.
14. _____ is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.
- (A) Unique page title.
(B) Search engine.
(C) Search engine optimisation.
(D) Internal link.
15. An issue specific to the ethical issues of the freedom of information is what is known as the _____.
- (A) Digital divide. (B) Digital currency.
(C) Digital marketing. (D) Digital flood.

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(Pages : 3)

Name.....

Reg. No.....

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
MARCH 2023**

English

ENG 6B 04—WRITING FOR THE MEDIA

(2017—2018 Admissions)

Time : Three Hours

Maximum Marks : 80

I. Answer the following bunches of questions :

1 The conscience of a newspaper is its :

- (a) Articles. (b) Middles.
(c) Features. (d) Editorial.

2 The origin of print media can be traced back to :

- (a) Indus Valley Civilization. (b) Harappa Civilization.
(c) Roman Civilization. (d) American Civilization.

3 The process of corrections performed by the Sub-editor is known as :

- (a) Proof reading. (b) Profile writing.
(c) Copy editing. (d) Subbing.

4 A film short in length focusing more on descriptions than dialogues :

- (a) Documentary. (b) News Reel.
(c) Podcast. (d) Feature.

5 The act of presenting news during a news program on the television, on the radio or on the internet :

- (a) Blogging. (b) Anchoring.
(c) Editing. (d) None of the above.

6 A periodical publication which is published in electronic format :

- (a) Blurb. (b) Documentary.
(c) Blog. (d) E-journal.

Turn over

- 7 Writing about a particular subject that requires direction, instruction or explanation :
- (a) Technical writing. (b) Copy writing.
(c) Blogging. (d) None of the above.
- 8 Small advertisements placed in a newspaper and organised in categories :
- (a) Documentary. (b) Classifieds.
(c) Lead. (d) Interview.
- 9 A title or brief explanation accompanying an illustration, cartoon, or poster :
- (a) Angle. (b) Credit line.
(c) Anecdote. (d) Caption.
- 10 What is the advantage of advertisements ?
- (a) Inform well of product quality.
(b) A big source of income for print and electronic media.
(c) Promotes economic growth.
(d) All of the above.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two *or* three sentences :

- 11 What are the contents of a newspaper ?
- 12 Define op-ed- pieces.
- 13 What are Press Conferences ?
- 14 What is meant by a Screenplay ?
- 15 What are spot interviews ?
- 16 What is an E-newspaper ?
- 17 What are Blurbs ?
- 18 What is the internet ?
- 19 Define Taglines.
- 20 Define Readability.
- 21 What is a Brochure ?
- 22 What are the Five 'W's and 'H' of writing ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in *a paragraph* of 100 words :

- 23 Write a short note on Article writing.
- 24 Mention some of the factors that determine news value.
- 25 Write a short note on Radio Jockeying.
- 26 What are the disadvantages of digital media ?
- 27 Discuss Inverted Pyramid.
- 28 Write a note on News Writing and the appropriate angle for a news story.

(4 × 5 = 20 marks)

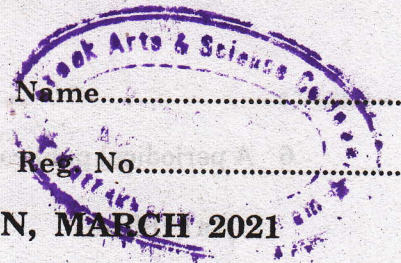
IV. Answer any *two* of the following questions in 300 words :

- 29 What are the basic aspects for writing for Print media ?
- 30 Elaborate in detail about the advantages and disadvantages of the Radio medium.
- 31 Write an essay on modern Digital Media and its advantages.
- 32 Discuss on the impact of advertising and contemporary society.

(2 × 15 = 30 marks)

C 1393

(Pages : 4)



SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

I. Answer the following bunches of questions :

1 An editorial presents the policy of :

- (a) Public.
- (b) Government.
- (c) The newspaper itself.
- (d) Readers.

2 The Interviewee is :

- (a) One who interviews a person.
- (b) One who is interviewed.
- (c) One who arranges the interview.
- (d) One who disturbs the interview.

3 Who invented the radio ?

- (a) Isaac Newton.
- (b) Charles Babbage.
- (c) Einstein.
- (d) Marconi.

4 The script of a film, including acting instructions and scene directions :

- (a) Screenplay.
- (b) Skit.
- (c) Commercial.
- (d) Feature.

5 The act of presenting news during a news program on the television, on the radio or on the Internet :

- (a) Blogging.
- (b) Anchoring.
- (c) Editing.
- (d) None of the above.

Turn over

- 6 A periodical publication which is published in electronic format :
- (a) Blurb. (b) Documentary.
(c) Blog. (d) E-journal.
- 7 Writing about a particular subject that requires direction, instruction or explanation :
- (a) Technical writing. (b) Copy writing.
(c) Blogging. (d) None of the above.
- 8 A sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.
- (a) Blurb. (b) Profile.
(c) Storyboard. (d) Classifieds.
- 9 Promotional literature include :
- (a) Pamphlet. (b) Leaflet.
(c) Brochure. (d) All of the above.
- 10 Which is not a type of Lead ?
- (a) Summary Lead. (b) Simple Lead.
(c) Anecdotal Lead. (d) Question Lead.

(10 × 1 = 10 marks)

Section B

Answer at least seven questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 21.

- II. 11 Define Lead.
- 12 Who is a Freelancer ?
- 13 What is meant by Proof Reading ?

- 14 Define News Reel.
- 15 What are Studio Interviews ?
- 16 Define Blogging.
- 17 Explain Digital Correspondence.
- 18 What is the Internet ?
- 19 Define Taglines.
- 20 What are Classifieds ?
- 21 Briefly explain the A P Stylebook.
- 22 What is meant by Copy editing ?

(7 × 3 = 21 marks)

Section C

Answer at least three questions.

Each question carries 7 marks.

All questions can be attended.

Overall Ceiling 21.

- III. 23 Elaborate on the advantages of newspaper over electronic media.
- 24 What is an Editorial and what are their parts ?
- 25 Write a short note on Radio Interviews.
- 26 Briefly explain Leaflets and the different copywriting techniques used to make them effective.
- 27 Discuss Inverted Pyramid.
- 28 Write a note on News Writing and the appropriate angle for a news story.

(3 × 7 = 21 marks)

Section D

Answer any two questions.

Each question carries 14 marks.

- IV. 29 Elaborate upon News stories and its structure. Further explain the factors that determine news value.

Turn over

- 30 Discuss in detail about Radio as a mass medium.
- 31 Examine in detail about the advantages and disadvantages of Advertising.
- 32 Distinguish between the different writing styles of the Print, Electronic and Digital media.

(2 × 14 = 28 marks)

SIXTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :**1 Credit Line of a news story gives :**

- (a) The date of the news. (b) Place of the incident.
(c) Importance of the news. (d) Name of the news agency.

2 News stories are collected by :

- (a) Reporters. (b) News readers.
(c) Editors. (d) Advertisers.

3 A caption should be :

- (a) Explanatory. (b) Precise.
(c) Attractive. (d) Both (b) and (c).

4 Golden period of radio is :

- (a) 1920s- 1950s. (b) 1880s- 1900s.
(c) 1900s - 1920s. (d) 1960s- 1980s.

5 A radio presenter is known as :

- (a) Anchor. (b) Reader.
(c) Jockey. (d) Interviewer.

6 The act of writing text for the purpose of advertising or other forms of marketing :

- (a) Copy editing. (b) Copy writing.
(c) Scripting. (d) Blogging.

7 A global computer network providing a variety of information and communication facilities :

- (a) Radio. (b) Internet.
(c) Television. (d) None of the above.

Turn over

- 8 A small book or magazine containing pictures and information about a product or service :
- (a) Blog. (b) E-book.
(c) Lead. (d) Brochure.
- 9 The quality of being legible and easily understandable :
- (a) Understandably. (b) Ambiguity.
(c) Readability. (d) None of the above.
- 10 A short description of a book, film, or other product written for promotional purposes :
- (a) Blurb. (b) Blog.
(c) Journal. (d) Advertisement.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two or three sentences :

- 11 Define Timeliness.
- 12 What are the contents of a newspaper ?
- 13 What are Press Conferences ?
- 14 What is meant by a Screenplay ?
- 15 Define Skit.
- 16 What is an E-book ?
- 17 What is the World Wide Web ?
- 18 What is a Storyboard ?
- 19 Define Digital Editing.
- 20 What is a Leaflet ?
- 21 What are the five 'W's and 'H' of Writing ?
- 22 Explain Clarity in writing.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a *paragraph* of 100 words :

- 23 What are the different types of Leads ?
- 24 Write a short note on Book Reviews.

- 25 Discuss Broadcast Writing.
- 26 Briefly discuss about Promotional Literature.
- 27 Elaborate on Web Writing.
- 28 What are the qualities of effective leads ?

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

- 29 Discuss in detail about the Editors, the editing process and the functions of the editor.
- 30 Write an essay on Television as a mass medium.
- 31 What are the fundamentals of film scripting ?
- 32 Elaborate in detail about Advertising and how it takes place in the different forms of media.

(2 × 15 = 30 marks)

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2019

(CUCBCSS)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 Who does not belong to any journalistic organisational structure ?
 - (a) Reporter.
 - (b) Correspondent.
 - (c) Freelancer.
 - (d) Editor.
- 2 The conscience of a newspaper is its :
 - (a) Articles.
 - (b) Middles.
 - (c) Features.
 - (d) Editorial.
- 3 The process of corrections performed by the Sub-editor is known as :
 - (a) Proof reading.
 - (b) Profile writing.
 - (c) Copy editing.
 - (d) Subbing.
- 4 A film short in length focusing more on descriptions than dialogues :
 - (a) Documentary.
 - (b) News Reel.
 - (c) Podcast.
 - (d) Feature.
- 5 A short film of news and current affairs made for showing as part of the programme in a cinema :
 - (a) Skit.
 - (b) News Reel.
 - (c) Feature.
 - (d) None of the above.
- 6 A metaphor used by journalists and other writers to illustrate how information should be structured :
 - (a) Pyramid.
 - (b) Copy editing.
 - (c) Inverted Pyramid.
 - (d) None of the above.

Turn over

- 7 A short comedy sketch or piece of humorous writing, especially a parody :
- (a) Anecdote. (b) News cast.
(c) Skit. (d) None of the above.
- 8 Small advertisements placed in a newspaper and organised in categories :
- (a) Documentary. (b) Classifieds.
(c) Lead. (d) Interview.
- 9 A title or brief explanation accompanying an illustration, cartoon or poster :
- (a) Angle. (b) Credit line.
(c) Anecdote. (d) Caption.
- 10 What is the advantage of advertisements ?
- (a) Inform well of product quality.
(b) A big source of income for print and electronic media.
(c) Promotes economic growth.
(d) All of the above.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following questions in two or three sentences :

- 11 What are the contents of a Newspaper ?
- 12 What are the essential components of a News story ?
- 13 Distinguish between Hard news and Soft news.
- 14 What are the Personality Features in Radio broad casting ?
- 15 Define Field Interview.
- 16 Explain Readability.
- 17 What is a Commercial ?
- 18 What is meant by Anchoring ?
- 19 What is an E-magazine ?
- 20 Define Caption writing.
- 21 What is a Brochure ?
- 22 What are the Five 'W's and 'H' of writing ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a *paragraph* of 100 words :

- 23 Mention some of the functions of the editor.
- 24 Write a short note on Article writing.
- 25 Write a short note on Radio Jockeying.
- 26 What are the disadvantages of Digital media ?
- 27 Elaborate the advantages of Advertisements.
- 28 Explain Media stylistics.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

- 29 What are the basic aspects for writing for Print Media ?
- 30 Elaborate in detail about the advantages and disadvantages of the Radio medium.
- 31 Discuss writing for Digital Media.
- 32 Explain in detail about Promotional Literature and its various types.

(2 × 15 = 30 marks)

D 40231

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2018

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark :

1 Which of the following is relatively inexpensive to use ?

- (a) Newspaper. (b) TV.
(c) Radio. (d) All of these.

2 Sport the odd one :

- (a) Summary lead. (b) Question lead.
(c) Quotation lead. (d) Dateline lead.

3 Which one is meant to provoke curiosity ?

- (a) By-line. (b) Contrast lead.
(c) Teaser lead. (d) All of these.

4 Which of the following originated in China ?

- (a) Print. (b) TV.
(c) Radio. (d) All of these.

5 What is "Voice of the newspaper" ?

- (a) Features. (b) Interview.
(c) Editorial. (d) None of these.

6 Readers can communicate through :

- (a) Op-ed. (b) Ads.
(c) Letters to the editor. (d) None of these.

Turn over

7 Who made the first news reel ?

- (a) Robert Dane. (b) James Reeves.
(c) Charles Pathe. (d) Charles Boyle.

8 Tin Bearers and Lee invented :

- (a) World Wide Web. (b) Book Reader.
(c) Simulation (d) Fonts.

9 The History of Advertising can be traced to :

- (a) Chinese. (b) Greeks.
(c) Egyptians. (d) Romanians.

10 Golden age of Radio is :

- (a) 1930s to World War one. (b) 1920s.
(c) 1960s. (d) 1970s.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two or three sentences. Each question carries 2 marks :

- 11 What is negativity in a news story ?
- 12 Define "Credit line".
- 13 What is a periodical ?
- 14 Give example for an acronym and abbreviation.
- 15 What is a stinger ?
- 16 What are e-books ?
- 17 Name an E-zine.
- 18 What is the purpose of a blurb ?
- 19 What is media convergence ?
- 20 What is the importance of audience in communication ?
- 21 What are classifieds ?
- 22 Define propaganda.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a paragraph of 100 words. Each question carries 5 marks :

- 23 Free-lancing.
- 24 Letters to the editor.
- 25 Educational blogs.
- 26 Write the profile of a Malayalam film actress of your choice.
- 27 Instant messaging.
- 28 Surrogate ads.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words. Each question carries 15 marks :

- 29 Write an essay on the origin and development of Print Media.
- 30 Features, scope and advantages of Visual media.
- 31 Different types of programmes on the Radio.
- 32 Write an essay on the means and functions of advertising in the present times.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

- 1 Sending and receiving messages through chosen channels is called _____.
 - (a) Print Media.
 - (b) Relay.
 - (c) Communication.
 - (d) None of these.
- 2 Which of the following reveals the opinions of a media firm ?
 - (a) Headlines.
 - (b) Editorial.
 - (c) Op-ed piece.
 - (d) None of these.
- 3 A film review is expected to specify details of which of the following ?
 - (a) Direction.
 - (b) Photography.
 - (c) Acting.
 - (d) All of these.
- 4 What is the most important part of a new story ?
 - (a) Opening line.
 - (b) Closing line.
 - (c) Opening paragraph.
 - (d) All of these.
- 5 Pick out the "Graveyard shift or slot" from the following :
 - (a) Early morning.
 - (b) Morning time.
 - (c) Evening.
 - (d) None of these.
- 6 What is the word for radio commercials ?
 - (a) Promo.
 - (b) Spot.
 - (c) Stinger.
 - (d) None of these.
- 7 Pick out the features of a letter to the editor.
 - (a) Brief.
 - (b) Matter of fact.
 - (c) Time relevance.
 - (d) All of these.

Turn over

- 8 The main printed text in an advertisement is called _____.
- (a) Speech. (b) Script.
(c) Ad Copy. (d) None of these.
- 9 What is the word of a newspaper that has roughly half the size of the standard newspaper?
- (a) Broadsheet. (b) Tabloid.
(c) Berliner. (d) None of these.
- 10 The first electronic book was _____.
- (a) Kindle. (b) Apple Read.
(c) Sony Bookman. (d) None of these.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two or three sentences :

- 11 Define propaganda.
- 12 What was the Roman practice of recording happenings and information?
- 13 What is an Op-ed piece?
- 14 Define relevance and timeliness of a news story.
- 15 What are classifieds?
- 16 What is a byline?
- 17 What is a skit?
- 18 What is the function of a blurb?
- 19 What is a pamphlet?
- 20 Mention four radio skills.
- 21 The significance of News Reel.
- 22 Define a blurb and give the purpose of writing blurbs.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a paragraph of 100 words :

- 23 Newspaper editorials.
- 24 Give an account of different types of leads.
- 25 Anchoring.

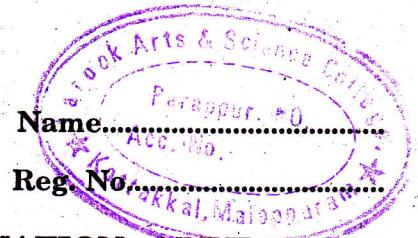
- 26 Profile writing.
- 27 Blogging.
- 28 Write a model film review giving examples.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

- 29 Discuss the basic aspects of writing for Print Media.
- 30 Write an essay on TV as a mass medium.
- 31 Give an overview of promotional literature.
- 32 What are the fundamentals of film scripting ?

(2 × 15 = 30 marks)



SIXTH SEMESTER B.A. DEGREE (UG-CCSS) EXAMINATION, APRIL 2016

(SDE)

English

EN 6B 4—WRITING FOR THE MEDIA

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

Part B

I. Answer each of the following questions in two *or* three sentences each. Each question carries a weightage of 1 :

- 1 What is a screen play ?
- 2 What is a billboard ?
- 3 What is copy writing ?
- 4 Define technical writing.
- 5 What is a blog ?
- 6 Give example for an abbreviation.
- 7 Define a caption.
- 8 What is the purpose of a pamphlet ?
- 9 What is the unusual in news ?

(9 × 1 = 9 weightage)

II. Answer *five* of the following questions in a *paragraph* of 100 words. Each question carries a weightage of 2 :

- | | |
|--|-------------------------------|
| 10 E-mgazines. | 11 Advantages of E-newspaper. |
| 12 Radio plays. | 13 Newspaper ads. |
| 14 Advantages of Digital correspondence. | 15 E-journals. |
| 16 Blurbs. | |

(5 × 2 = 10 weightage)

III. Answer any *two* of the following questions in 300 words each. Each question carries a weightage of 4 :

- 17 Discuss the process of writing a newspaper article highlighting the qualities required.
- 18 Write an essay on features of TV.
- 19 Discuss the process involved in creating and telecasting an Ad.

(2 × 4 = 8 weightage)

C 1998

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2016

(UG—CCSS)

English

EN 6B 4—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunch of questions :-

(A) 1 The sending and receiving of messages through chosen channels is called :

(a) Propaganda. (b) Advertising.

(c) Communication. (d) Circulation.

2 _____ is an article or a write up intended to voice the opinion or perspective of the writer.

(a) Feature story. (b) News story.

(c) Propaganda. (d) Editorial.

3 A _____ is a person who corrects and checks articles in a newspaper before they are printed.

(a) Sub-editor. (b) Senior editor.

(c) Trainee. (d) Editor.

4 _____ style provides guidelines for news writing.

(a) MLA. (b) AP.

(c) Chicago. (d) APA.

Fill in the blanks :

(B) 5 _____ is the basic element of all plots in cinema.

6 _____ mike will pick up sounds from all directions.

7 A typical news reel of the 1930's was about _____ long.

8 _____ lead does not identify the person in the story immediately.

(C) Answer the following in a word or phrase :

9 Name the three basic movements of a movie camera.

10 What is a promo ?

Turn over

11 Name the method of writing in which all the references to an idea made by a person is placed together in a single paragraph.

12 What is the name given to a full length commentary on people and slices of their lives ?

(12 × ¼ = 3 weightage)

II. Answer the following questions in one or two sentences each :—

13 What is a linear Media ?

14 What is a byline ?

15 Story board.

16 What is the purpose of a script in film making ?

17 Internet.

18 Surrogate Ad.

19 Name any *two* techniques used in outdoor advertising.

20 Sponsorship.

21 Features of a film review.

(9 × 1 = 9 weightage)

III. Answer any *five* of the following questions in a paragraph of 100 words each :—

22 What are the different types of Leads ?

23 Structure and format of Radio discussions.

24 What are the differences between linear and non-linear media ?

25 Why Radio is called the “theatre of the mind” ?

26 Rules to be followed while writing an e-mail.

27 What are classifieds ?

28 What are the qualities needed for a news story ?

(5 × 2 = 10 weightage)

IV. Answer any *two* of the following in 300 words each :—

29 Write an essay on the significance of advertisements in the present scenario.

30 Write an essay on the different forms of Digital Media.

31 Outline the strengths and weaknesses of advertising in Print Media.

(2 × 4 = 8 weightage)

C 80227

(Pages : 2)

Name.....
Acc. No.....
Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2015

(U.G.—CCSS)

Core Course—English

EN6B4—WRITING FOR THE MEDIA

(Common for 2009 and 2012 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :

(A) 1 Who among the following were the first to realize the value of recording daily happenings and public events ?

- (a) Chinese. (b) Romans.
(c) English people. (d) None of these.

2 Which of the following reveals the opinions of a writer ?

- (a) Headlines. (b) Editorial.
(c) Op-ed piece. (d) None of these.

3 Book reviews are given for the benefit of the :

- (a) Editor. (b) Publisher.
(c) Readers. (d) None of these.

4 Which of the following is not unavoidable in a book review ?

- (a) Title. (b) Cover page.
(c) Publication details. (d) None of these.

(B) Fill in the blanks :—

5 The first step in writing a film review is to _____.

6 Editors deem that _____ is more newsworthy than peace.

7 A _____ is the person who corrects and checks articles in a newspaper before they are printed.

8 _____ defined advertising as salesmanship in print.

Turn over

(C) Answer in a word or phrase

- 9 What is the term for a journal published on the internet ?
- 10 Name an e-newspaper.
11. What is the term for advertising products in a discreet manner ?
12. What is ARPA ?

(12 × ¼ = 3 weightage)

II. Answer each of the following questions in two or three sentences.

- 13 What is a lead in a Radio news story ?
- 14 What are Surrogate Ads ?
- 15 What is 'Dead air' ?
- 16 What is a story board ?
- 17 Mention the three stages of film production.
- 18 What is the function of a blurb ?
- 19 What is a pamphlet ?
- 20 What is public service advertising ?
- 21 Define sponsorship.

(9 × 1 = 9 weightage)

III. Answer *five* of the following questions in a paragraph of 100 words.

- 22 Structure of a news story.
- 23 News reels.
- 24 Citizen journalism.
- 25 Meaning and function of ads.
- 26 History of advertising.
- 27 Social Networking.
- 28 Film script format.

(5 × 2 = 10 weightage)

IV. Answer any *two* of the following questions in 300 words.

- 29 Different types of programmes on Radio..
- 30 Write an essay on the different aspect of print media.
- 31 Write an essay on digital Media.

(2 × 4 = 8 weightage)

C 60297

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2014

(U.G.—CCSS)

English

EN 6B 4—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 30 Weightage

I. Answer the following bunches of questions :—

(A) 1 The deliberate effort by the sender to colour facts to mobilize public opinion on a particular issue is called :

- (a) Reporting. (b) Communication.
(c) Propaganda. (d) None of these.

2 A feature story is different from a news story in :

- (a) Intent. (b) Angle.
(c) Both (a) and (b). (d) None of these.

3 The editorial page reveals the newspaper's.

- (a) Weakness. (b) Circulation.
(c) Point of view. (d) None of these

4 A 'Display ad' is an ad that :

- (a) Stands alone. (b) Is classified.
(c) Is given at the top. (d) None of these.

(B) Fill in the blanks :

5 'Opposite the editorial page' is shortened as _____.

6 _____ leads provoke the curiosity of the reader.

7 _____ can be called a 'micro-content' of an article.

8 The first newsreel was titled as _____.

Turn over

(C) Answer in the word or phrase :

- 9 Expand PSA.
- 10 Word for 'film that portrays reality without the aim of developing a plot or story line'.
- 11 Who guards the newspaper against the charges of libel, misrepresentation and such ?
- 12 What are radio-ads called ?

(3 × 1 = 3 weightage)

II. Answer each of the following questions in two or three sentences. Each question carries 1 weightage.

- 13 What is an Op-ed piece ?
- 14 What is 'journalese' ?
- 15 What is an Editorial ?
- 16 What does the Slug line indicate ?
- 17 What is an e-journal ?
- 18 Mention the four P's of Marketing communication.
- 19 Define a Tabloid.
- 20 What is indirect advertising ?
- 21 Define a 'Headline'.

(9 × 1 = 9 weightage)

III. Answer any *five* of the following questions each in a paragraph of 100 words. Each question carries 2 weightage.

- 22 Tips for writing a 'Lead'.
- 23 The major duties of an editor.
- 24 Radio Drama : Types and features.
- 25 Caption-writing.
- 26 Format of TV news copy.

27 Write a note on 'Editing for web'.

28 Features of a news story.

(5 × 2 = 10 weightage)

IV. Answer any *two* of the following questions each in 300 words. Each question carries 4 weightage.

29 Compare and contrast writing skills for Radio and TV.

30 Write an essay on Blogs.

31 Write an essay on the uses, meaning and function of Ads.

(2 × 4 = 8 weightage)