

D 140335

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Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION
APRIL 2026**

English

ENG 6 B 17—WRITING FOR THE MEDIA

(2020 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Answer the following questions in two *or* three sentences (2 marks each).

1. What is a Podcast ?
2. Define “Cyber Law” ?
3. Distinguish between writing for radio news and print news.
4. Define “Narrative Arc.”
5. What is a “Fixed Programme Chart” in radio ?
6. Explain the term “Online Stylistics.”
7. What is a “User Manual.”
8. Define “Direct Advertising.”
9. What is meant by “Broadcast Style” ?
10. What are “Technical Descriptions” ?
11. Define “Sync” in the context of television production.
12. What is a Storyboard ?

(Ceiling 20 marks)

Answer the following questions in a paragraph (5 marks each).

13. Describe the different types of Technical Writing.
14. Discuss the ethical considerations involved in Digital Reporting.

Turn over

15. Explain the scope of Radio in the age of Podcasting.
16. Outline the role of a Copywriter in an advertising agency ?
17. Explain “Creative Content Filling” in the context of TV commercials ?
18. Describe the layout and essential components of a Screenplay.
19. Draft a 50-word print ad copy for a new eco-friendly water bottle.

(Ceiling 30 marks)

Answer any *one* of the two questions in an essay of 200 words.

20. Detail the process of writing for Radio, including drama, features, news, and fixed program chart preparation.
21. Discuss the journey of a TV Documentary from the initial concept and storyboard to the final production book.

(10 marks)

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Name.....

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**SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
MARCH 2025**

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 Give two examples of types of technical writing.
- 2 What is instruction in technical writing ?
- 3 Define Thesis.
- 4 What is Community Radio ?
- 5 What is FM broadcasting ?
- 6 What is production book ?
- 7 What is Jingle ?
- 8 What is media ethics ?
- 9 What is online advertising ?
- 10 What is Copywriting ?
- 11 What is Pop-up ?
- 12 What is a Screenplay ?

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

- 13 What are the features of technical writing ?
- 14 How can one make instruction writing an effective one ?
- 15 Write a note on radio drama.

Turn over

- 16 What are the things to be kept in mind while writing for radio ?
- 17 What is the need of cyber laws ?
- 18 What are the disadvantages of Advertisement ?
- 19 What are the things to be kept in mind while writing for websites ?

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

- 20 Write an essay on different television programmes.
- 21 What is a Vlog ? How to make a good vlog ?

(1 × 10 = 10 marks)

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)

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Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2023

(CBCSS—UG)

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 What is technical writing ?
- 2 What are the things usually covered in technical descriptions ?
- 3 What is Dissertation ?
- 4 What is Community Radio ?
- 5 What is Broadcasting ?
- 6 What is meant by Cyber law ?
- 7 What is a Screenplay ?
- 8 What is set design ?
- 9 What is Pop-up ?
- 10 What is online advertising ?
- 11 What is meant by media ethics ?
- 12 What is a Blog ?

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

- 13 What are the things to be taken care of while writing for radio talks ?
- 14 What are the features of technical writing ?
- 15 Explain the structure of user manual.

Turn over

- 16 Write a note on television programme formats.
- 17 What is a vlog ? How to make a good vlog ?
- 18 What are the advantages of Advertisement ?
- 19 What are the things to be kept in mind while writing for websites ?

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

- 20 Explain the different types of technical writing.
- 21 Attempt an essay on the different radio programmes.

(1 × 10 = 10 marks)

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Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

English

ENG 6B 17—WRITING FOR THE MEDIA

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is technical writing ?
2. What are the things usually covered in technical descriptions ?
3. What is dissertation ?
4. What is broadcasting ?
5. What is a documentary ?
6. What is a lead in news story ?
7. What is a screenplay ?
8. What is production book ?
9. What is set design ?
10. Who is a copywriter ?
11. What is jingle ?
12. What is Pop-up ?

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What are the skills required for a technical writer ?
14. Explain the structure of user manual.
15. What are the things to be kept in mind while writing for radio ?
16. Write a note on television programme formats.
17. Discuss the format of a script for a TV commercial.
18. What is a vlog ? How to make a good vlog ?
19. Why it is necessary to have cyber laws ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Write an essay on the different radio programmes.
21. Attempt an essay on various types of commercials.

(1 × 11 = 11 marks)