

C 1393

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Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Maximum : 80 Marks

Time : Three Hours

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) Blurp. (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) Blurp. (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)