



K16P 0960

Reg. No. :

Name :

Third Semester M.A./M.Sc./M.Com. Degree (Reg./Supple./Imp.)

Examination, November 2016

(2014 Admission Onwards)

ENGLISH LANGUAGE AND LITERATURE

ENG 3E02 : Writing for the Media

Time : 3 Hours

Max. Marks : 80

I. Write short notes on **any four** of the following in **not** more than a page.

(4×5=20)

- 1) Interpersonal and informative communication.
- 2) Barriers to communication.
- 3) Functions of Media.
- 4) Features of a TV script.
- 5) Media Effects.
- 6) Reporting Accidents.

II. Attempt **any three** of the following essays in **not** less than **six** pages : (3×20=60)

- 7) Comment on the process and flow of communication.
 - 8) What are the nature and characteristics of mass media ?
 - 9) What are the steps involved in reporting news ?
 - 10) Comment on the process involved in editing in the electronic media.
 - 11) Analyze communication models
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