

M 5918

Reg. No. :

Name :

VI Semester B.A. Degree (CCSS – Reg./Supple./Improve.)

Examination, May 2014

CORE COURSE IN ENGLISH

6B16 ENG : Writing for Media (Elective – 03)

Time : 3 Hours

Max. Weightage : 20

I. Answer **one** of the following in about **200** words.

1) Trace print media's role in social construction.

2) Different types of newspaper writing.

(Weightage = 4)

II. Answer **one** of the following in about **200** words.

3) Essential features of a story structure.

4) Characteristics of web writing.

(Weightage = 4)

III. Answer **any two** questions in about **eighty** words **each**.

5) List the features of broadcast writing style.

6) Describe the afferent kinds of digital media.

7) List some of the programmes for TV.

8) Discuss the features of editorials.

(Weightage 2x2=4)

IV. Answer **any 4** questions in **2** or **3** sentences **each**.

9) What is a blog ?

10) What is free lancing ?

11) Examples for New Media.

12) Define bylines.

13) What is technical writing ?

14) Radio Jockeying.

15) Points to remember while editing a text.

16) What is meant by a newsreel ?

(Weightage 4x1=4)

P.T.O.



V. Answer **all** the **4** bunches of **4** questions **each**.

- 17) A) Which of the following is a website ?
(HTML, HTTP, Google, FTP)
- B) Which of the following is not a type of news story ?
(meetings, speeches, obituary, functions)
- C) Editorials do not have a _____
(subjectivity, introduction, main body, conclusion)
- D) Which is not a feature of TV ?
(serials, interviews, RJ, VJ)
- 18) A) The official name of radio station in the USA is
(call letters, sign letters, clutter sign, full sign)
- B) The term 'blurb' owes its origin to
(Rice Burroughs, Belinda Bird, Helen Bloom, Gelett Burgers)
- C) 'A' in AIDA stands for
(accuracy, adequacy, attention, appropriate)
- D) Which of the following literary work was turned to a film script ?
(The Alchemist, Life of Pia, Shalimar the Moor, Bent it like Beckham)
- 19) A) The word "documentary" was coined by
(Dziga Vertov, Pare Lorentz, John Grierson, Eugene Louis)
- B) Copy writing is a feature of
(e-mail, e-book, advertisement, interview)



- C) 'USP' U stands for
(Usual, Unusual, Unique, Ubiquitous)
 - D) A person who pursues a profession without a long term commitment to any employer.
(Copy writer, Ad-maker, Freelancer, Special correspondent)
- 20) A) Creator of First e-book
(Rigamont, Alexi Skirke Michael S Hart, Robert Stein)
- B) Which of the following is not part of a feature story ?
(lead, snapper, body, handle)
 - C) _____ is an example of microblogging.
(Twitter, Mozilla, Windows XP, G-mail)
 - D) Which of the following is not a story structure ?
(narrative, bullet, micro-macro, event)
- (Weightage 4x1=4)**
