



M 8019

Reg. No. :

Name :

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

Examination, May 2015

CORE COURSE IN ENGLISH

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

Time : 3 Hours

Max. Weightage : 20

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

1) What are the important features of advertisement writing ?

2) Chief characteristics of print media. **(Weightage : 4)**

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

3) Chief characteristics of film scripting.

4) Important features of web writing. **(Weightage : 4)**

III. Answer **any 2** questions in about **80** words **each** :

5) Essential qualities of a good film review.

6) Different kinds of digital media.

7) Features of blogs.

8) What is proof reading ?

(Weightage : 2×2=4)

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

9) Define bylines.

10) Radio Jockeying.

11) What is free lancing ?

12) New Media.

P.T.O.



- 13) What is a blush ?
- 14) What is a nut graph ?
- 15) E-books.
- 16) Copywriting.

(Weightage : 4×1=4)

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

- 17) A) The official name of radio station in the USA is
(call letters, sign letters, clutter sign, full sign)
- B) 'A' in AIDA stands for
(accuracy, attention, appropriate, adequate)
- C) Who has no long-term commitment to an employer ?
(copy-writer, ad-maker, free-lancer, editor)
- D) The word 'documentary' was coined by
(Dziga Vertor, Pare Lorentz , John Gurion, Eugene Louis)
- 18) A) Which is an example of old media ?
(i-pod, e-mail, TV, e-book)
- B) Which is not a feature of radio ?
(blog, story structure, broadcast, RJ)
- C) Copy writing is a feature of
(e-mail, e-book, advertisement, e-magazine)
- D) 'U' in USP stands for
(usual, unusual, unique, ubiquitous)
- 19) A) Creator of first e-book
(Rigamont, Alexis Kirke, Michael S. Hart, Robert Stein)
- B) Which of the following is a website ?
(HTML, HTTP, FTP, Google)



- C) Who is the script-writer of the movie 'Midnight's children' ?
(Deepa Mehta, Meera Nair, Salman Rushdie, Taslima Nasrin)
- D) The term 'blush' owes its origin to
(Rice Burroughs, Belinda Bird, Helen Bloom, Gelett Burgess)
- 20) A) 'Three Mistakes of My Life' by Chetan Bhagat is adapted to a movie
named
(Po Che, Kai Po Che, Po Kai Che, Kai Che)
- B) Which of the following is not a type of new story ?
(meetings, speeches, obituary, functions)
- C) Which is not feature of 'a film' ?
(Script, Producer, RJ, Music)
- D) Old media was _____
(active, passive, dynamic, ineffective)

(Weightage : 4×1=4)

- II. Answer any 2 of the following in about 250 words each
- 1) Give characteristics of the solitary
- 2) Important features of web 2.0
- III. Answer any 2 questions in about 40 words each
- 3) Essential qualities of a good film review
- 4) Different kinds of digital media
- 5) Features of blogs
- 6) What is proof reading ?
- IV. Answer any 4 questions in 2 or 3 sentences each
- 9) Define bylines
- 10) Photo-journalism
- 11) What is free landing ?
- 12) New Media