



K24U 0113

Reg. No. :

Name :

Sixth Semester B.A. Degree (C.B.C.S.S.-OBE – Regular/ Supplementary/
Improvement) Examination, April 2024

(2019 to 2021 Admissions)

DISCIPLINE SPECIFIC ELECTIVE IN ENGLISH

6B16 (3)ENG : Writing for Media

Time : 3 Hours

Max. Marks : 40

I. Write an essay in 250 words on **one** of the following : (1×8=8)

- 1) Trace the rise and evolution of modern mass media.
- 2) Advantages and limitations of Television as a broadcast medium.

II. Answer **six** of the following in about 100 words. (6×4=24)

- 3) Explain media culture.
- 4) Cyber culture.
- 5) Inverted Pyramid style.
- 6) Stylesheet.
- 7) Digital media.
- 8) Characteristics of mass communication.
- 9) What are the important elements of newsworthiness ?
- 10) Radio skills.

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III. Answer any eight of the following in **not** more than **two** sentences. (8×1=8)

- 11) Magazines.
- 12) Hour glass style.
- 13) News agencies.
- 14) Blogging.
- 15) Citizen reporting.
- 16) Editorial.
- 17) Define mass communication.
- 18) Google classroom.
- 19) MOOCs.
- 20) *Prasar Bharati*.

