K26U 0022

Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/Improvement) Examination, April 2026
(2020 to 2023 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 **any one** of the following : **(1×8=8)**

1) Discuss the various forms of reporting associated with Print Media.

2) Briefly describe radio as an electronic media.

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

3) Cyber culture.

4) Barriers to communication.

5) Compare and contrast regional news with international news.

6) Citizen Reporting.

7) Inverted Pyramid Style News story structure.

8) Style sheet.

9) Features of a Blog.

10) Leads.

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

11) How is Nonverbal communication different from Verbal Communication ?

12) Which is the first newspaper in regional languages in India ?

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13) Mention any two digital media platforms.

14) Write any two features of mass communication.

15) What is a Pamphlet ?

16) What is a webzine ?

17) Mention any two features of technical writing.

18) What is Moodle ?

19) What are the five Ws of a news story ?

20) Mention any four OTT Platforms available in India.

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