



K23U 0372

Reg. No. :

Name :

**VI Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2023
(2019 and 2020 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) Explain the scope and features of electronic media.
 - 2) Describe effective communication.
- II. Answer **6** of the following in about 100 words : (6×4=24)
- 3) What are the tools for gathering news ?
 - 4) What is a lead paragraph ?
 - 5) Curtain raiser.
 - 6) Impact of advertisement on contemporary society.
 - 7) Editing process in Print Media.
 - 8) What are the essentials of a good report ?
 - 9) Writing for broadcast.
 - 10) Comment on the language of the radio.
- III. Answer **eight** of the following in **not** more than **two** sentences : (8×1=8)
- 11) Editorial.
 - 12) Running stories.
 - 13) Characteristics of effective communication.
 - 14) Case study.
 - 15) Interpersonal communication.
 - 16) Google classroom.
 - 17) Moodle.
 - 18) Subbing.
 - 19) Freelance writer.
 - 20) Scripting for interviews.
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