



K21U 0024

Reg. No. :

Name :



VI Semester B.A. Degree (CBCSS – Reg./Supple./Improv.)
Examination, April 2021
(2014 – 2018 Admissions)
CORE COURSE IN ENGLISH
6B16 ENG : Writing for Media

Time : 3 Hours

Max. Marks : 40

I. Write an essay of **200** words on **any one** of the following :

- 1) Comment on the process of writing for the Print Media.
- 2) Basic steps to be considered while writing for Magazines.
- 3) Features of Newspaper writing.

(1×8=8)

II. Write an essay of **200** words on **any one** of the following :

- 4) What are the fundamentals of film scripting ?
- 5) Comment on the impact of television as a mass medium.
- 6) Important factors in broadcast writing.

(1×8=8)

III. Answer **any four** of the following in about **80** words **each** :

- 7) Blogging.
- 8) Radio Jockeying.
- 9) Documentary film.
- 10) News values.
- 11) What is an editorial ?
- 12) Three kinds of radio interview.
- 13) Advertisement writing.
- 14) Media convergence.

(4×4=16)

P.T.O.



IV. Answer **any eight** of the following in **not** more than **two** sentences :

- 15) Byline.
- 16) The purpose of 'lead' in a news story.
- 17) E-newspaper.
- 18) Blurb.
- 19) Newsreel.
- 20) Different types of digital correspondence.
- 21) Radio news.
- 22) Pre-production in film.
- 23) 5Ws and 1 H in News.
- 24) The inverted pyramid structure.
- 25) What is a feature ?
- 26) Music Programmes in TV.
- 27) Nut-graph.
- 28) Proof-reading.
- 29) Caption writing.
- 30) Op-Ed Pieces.

(8×1=8)
