

M 627



Reg. No. :

Name :

VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal UI Ulama Degree (CCSS – Regular) Examination, April 2012
Core Course in English
6 B 16 ENG (Elective – 03) : WRITING FOR MEDIA

Time : 3 Hours

Max. Weightage : 20

- I. Write an essay on **any one** of the following in about **200** words.
- 1) List the characteristics of a good feature.
 - 2) What are the fundamental features of film scripts ? (1×4=4)
- II. Write an essay on **any one** of the following in about **200** words.
- 3) Describe the important characteristics of technical writing.
 - 4) Describe the salient features of advertisement writing. (1×4=4)
- III. Answer **any two** of the following in a paragraph of **80** words.
- 5) E-journals.
 - 6) What is meant by 'Television skills' ?
 - 7) Important aspects of Interviews.
 - 8) Editorial. (2×2=4)
- IV. Answer **any four** of the following short questions in **two** or **three** sentences.
- 9) What is meant by credit-line ?
 - 10) What is subbing ?
 - 11) What are E-books ?
 - 12) What is a 'Lead' in a radio news story ?
 - 13) What is meant by Jukebox ?
 - 14) What is a story board ?
 - 15) What is lateral reporting on the web ?
 - 16) Define blogging. (4×1=4)

P.T.O.



V. Answer the **four** following bunches of questions.

- 17) A) Op-ed pieces are _____
- a) Book reviews
 - b) Feature
 - c) Opinions of the readers
 - d) Editorials
- B) Which of the following is an E-reader ?
- a) Be Book
 - b) Sony Reader
 - c) Amazon Kindle
 - d) All these
- C) Which of the following is a pure E-newspaper ?
- a) *The Hindu*
 - b) *The Indian Express*
 - c) *The Santiago Times*
 - d) *The New York Times*
- D) Radio commercials are called _____
- a) Rads
 - b) Fads
 - c) Spot
 - d) None of these
- 18) A) Readers express their opinions by writing letters to the _____
- a) Owner of the Media
 - b) Journalists
 - c) Editor
 - d) None of these
- B) Call letters is the official and legal name of a _____
- a) Newspaper
 - b) All Media
 - c) Radio Station
 - d) None of these
- C) The sending and receiving of messages through chosen channels is called _____
- a) Relay
 - b) Transmission
 - c) Communication
 - d) None of these
- D) Which is the first electronic book introduced in 1991 ?
- a) Peanut Reader
 - b) Sony Bookman
 - c) Gemstar
 - d) None of these



- 19) A) The full form of WWW is _____
- a) World Wide Web
 - b) Wide World Web
 - c) Web World Wide
 - d) All these
- B) Electronic magazines are called _____
- a) Hyperzine
 - b) Webzines
 - c) Cyberzine
 - d) All these
- C) Name the personal diary posted by a writer on to a website.
- a) Subhead
 - b) List
 - c) Weblog
 - d) Map
- D) Which of the following can be called post-production work ?
- a) Shooting
 - b) Editing
 - c) Scripting
 - d) None of these
- 20) A) Which of the following is not a story structure ?
- a) Bullet
 - b) Narrative
 - c) Micro-Macro
 - d) None of these
- B) Which of the following is not a type of news story ?
- a) Speeches
 - b) Obituary
 - c) Meetings
 - d) Functions
- C) The word documentary was coined by _____
- a) Eugene Louis
 - b) John Grierson
 - c) Pare Lorentz
 - d) Dziga Vertov
- D) A shot that takes in the actor from the neck upward or an object from a similarly close position is known as _____
- a) Fade out
 - b) Long shot
 - c) Medium shot
 - d) Close-up