



K19U 0024

Reg. No. :

Name :

VI Semester B.A. Degree (CBCSS-Reg./Supple./Improv.) Examination,
April 2019
(2014 Admission Onwards)
CORE COURSE IN ENGLISH
6B16 ENG : Writing for Media

Time : 3 Hours

Max. Marks : 40

- I. Write an essay of **200** words on **one** of the following :
- 1) What are the factors to be considered while writing a news story ?
 - 2) Write an essay on feature writing. (1×8=8)
- II. Write an essay of **200** words on **one** of the following :
- 3) What are the features that make radio an excellent medium of communication ?
 - 4) Briefly discuss the guidelines for writing TV news. (1×8=8)
- III. Answer **any four** of the following in about **80** words **each** :
- 5) What is an editorial ?
 - 6) What are the characteristics of a good article ?
 - 7) Structure and format of radio discussion.
 - 8) Media convergence.
 - 9) The growth of citizen journalism.
 - 10) Types of TV features. (4×4=16)
- IV. Answer **any eight** of the following in **not** more than **two** sentences :
- 11) Date line.
 - 12) Effective communication.
 - 13) Three kinds of radio interview.
 - 14) What does PSA stand for ?
 - 15) Storyboard.
 - 16) What is the purpose of 'Lead' in a TV news story ?
 - 17) Define internet.
 - 18) e-books.
 - 19) Blog.
 - 20) Different types of digital correspondence. (8×1=8)