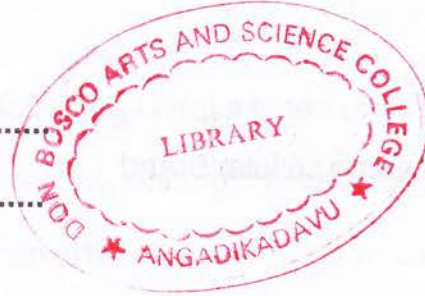




M 3179

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 – Reg./Supple./Improv.)
Examination, May 2013
CORE COURSE IN ENGLISH
6 B16 ENG – 03 : Writing for Media (Elective)**

Time : 3 Hours

Max. Weightage : 20

- I. Answer **one** of the following in about **200** words. **(Weightage : 4)**
- 1) Chief characteristics of print media.
 - 2) Important features of advertisement writing.
- II. Answer **one** of the following in about **200** words : **(Weightage : 4)**
- 3) Describe the features of blogs and detail on some popular blogs around the world.
 - 4) Discuss the important characteristics of broadcast writing style.
- III. Answer **any two** questions in about **80** words **each** : **(Weightage : 2×2=4)**
- 5) Difference between RJ and VJ.
 - 6) Fundamentals of film scripting.
 - 7) Essential qualities of a good film review.
 - 8) Discuss the characteristics of website.
- IV. Answer **any four** questions in **2** or **3** sentences **each** : **(Weightage : 4×1=4)**
- 9) What is a blurb ?
 - 10) Define film script.
 - 11) Name four types of digital media.

P.T.O.



- 12) What is an anecdote ?
- 13) Write an ad line for a leading cellular brand.
- 14) What is a nutgraph ?
- 15) Micro logging ?
- 16) Examples for old media.

V. Answer **all** the **4** bunches of **4** questions **each** :

- 17) A) Which is not an example of New Media ?
(internet, website, magazine, e-books)
- B) Which of the following was not a literary work adapted to a movie ?
(Life of pie, Midnight's children, I know what you did last summer, Angels and Demons)
- C) Copy writing is a feature of
(e-mail, e-book, e-magazine, advertisement)
- D) 'I' in AIDA stands for
(Intriguing, Interest, Imitate, Intelligent)
- 18) A) The word 'documentary' was coined by
(Dziga Vertov, Pave Lorentz, John Grierson, Eugene Louis)
- B) Old media was _____
(active, passive, dynamic, none of these)
- C) _____ nation promotes free media.
(Democratic, Communist, Authoritarian, Totalitarian)
- D) POW stands for
(Power of World, Power of Words, Public Outery of Words, None of These)



19) A) Which of the following is not a types of new story ?

(meetings, speeches, obituary, functions)

B) An editorial is an article that presents whose opinion on an issue.

(publics, private parties, newspaper's, TV's)

C) Who has no long term commitment to an employer ?

(copy-writer, ad-maker, free-lancer, editor)

D) The term 'blurb' owes its origin to

(Rice Burroughs, Belinda Bird, Helen Bloom, Gelett Burgess)

20) A) Which is not a feature of radio ?

(RJ, broad cast, story structure, blog)

B) The process of reading to detect and correct errors

(e-read, proof read, script writing, copywriting)

C) Which is not a feature of a good editorial ?

(explanation, persuasion, criticism, subjectivity)

D) Which is an example of New Media ?

(E-book, Magazine, TV, Radio)

(Weightage : 4×1=4)