



K17U 0271

Reg. No.:

Name:

VI Semester B.A. Degree (CBCSS – Regular) Examination, May 2017
(2014 Admn.)
Elective 03
CORE COURSE IN ENGLISH
6B16ENG : Writing for Media

Time : 3 Hours

Marks : 40

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

- 1) Bring out the difference between feature writing and article writing.
- 2) Examine the role of the print media in social construction. **(1×8=8 Marks)**

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

- 3) Briefly examine the different kinds of digital media and their functions.
- 4) Examine the role of television as a mass medium and the skills required in scripting TV programmes. **(1×8=8 Marks)**

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

- 5) Editorials
- 6) Letter to the Editor
- 7) Radio Jockeying
- 8) Blogging
- 9) Anchoring
- 10) Documentary film **(4×4=16 Marks)**

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

- 11) What is Nut-Graph ?
- 12) Differentiate between datelines and credit-line.

P.T.O.



- 13) Explain the term freelancing.
- 14) What is News reel ?
- 15) World Wide Web and its importance.
- 16) What is technical writing ?
- 17) Blurb.
- 18) Film Reviews.
- 19) Briefly mention the various radio skills.
- 20) Subbing.

(8×1=8 Marks)