



K18U 0024

Reg. No. :

Name :

VI Semester B.A. Degree (CBCSS – Reg.Supple./Imp.)
Examination, May 2018
Elective 03

CORE COURSE IN ENGLISH
6B16 ENG : Writing for Media
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

- I. Write an essay of **200** words on **one** of the following :
- 1) Write an essay on newspaper writing.
 - 2) Briefly discuss the evolution of radio. (1×8=8)
- II. Write an essay of **200** words on **one** of the following :
- 3) What are the guidelines to be followed when you write for the web ?
 - 4) Briefly discuss the fundamentals of film making. (1×8=8)
- III. Answer **any four** of the following in about **80** words **each** :
- 5) Trace the development of printing press.
 - 6) What are the duties of an editor ?
 - 7) Write a short note on radio news.
 - 8) Documentary films.
 - 9) The growth of citizen journalism.
 - 10) Strengths and weaknesses of television as a medium. (4×4=16)
- IV. Answer **any eight** of the following in **not** more than **two** sentences :
- 11) Propaganda.
 - 12) Credit line.
 - 13) e-books.
 - 14) What is the 'Lead' in a radio news story ?
 - 15) Radio Jockeying.
 - 16) News reel.
 - 17) Internet.
 - 18) What is a story board ?
 - 19) Blurb.
 - 20) e-zines. (8×1=8)