



K15P 0231

Reg. No. : .....

Name : .....

**III Semester M.A. Degree (Reg./Supple. Improve.)**  
**Examination, November 2015**  
**ENGLISH LANGUAGE AND LITERATURE**  
**(2014 Admn.)**  
**ENG 3E02 : Writing for The Media**

Time : 3 Hours

Max. Marks : 80

I. Write short notes on **any four** of the following in **not** more than a page :

- 1) Characteristics of Mass Media.
- 2) Sources of news.
- 3) Folk and Traditional Media.
- 4) Features of a Radio script.
- 5) Informative and Operational Communication.
- 6) Reporting weather reports.

(4×5= 20)

II. Attempt **any three** of the following essays in **not** less than **six** pages :

- 7) Comment on the barriers to communication.
- 8) What are the functions of media ?
- 9) What are the steps involved in the gathering and transmission of news ?
- 10) Comment on the process involved in editing in the electronic media.
- 11) Analyze the evolution of communication.

(3×20=60)

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