

K23U 0372



Reg. No. :

Name :

**VI Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2023
(2019 and 2020 Admissions)
DISCIPLINE SPECIFIC ELECTIVE IN ENGLISH
6B16(3) ENG – Writing for Media**

Max. Marks : 40

Time : 3 Hours

(1×8=8)

- I. Write an essay in **250** words on **one** of the following :
- 1) Explain the scope and features of electronic media.
 - 2) Describe effective communication.

(6×4=24)

- II. Answer **6** of the following in about **100** words :
- 3) What are the tools for gathering news ?
 - 4) What is a lead paragraph ?
 - 5) Curtain raiser.
 - 6) Impact of advertisement on contemporary society.
 - 7) Editing process in Print Media.
 - 8) What are the essentials of a good report ?
 - 9) Writing for broadcast.
 - 10) Comment on the language of the radio.

(8×1=8)

- III. Answer **eight** of the following in **not** more than **two** sentences :

- 11) Editorial.
- 12) Running stories.
- 13) Characteristics of effective communication.
- 14) Case study.
- 15) Interpersonal communication.
- 16) Google classroom.
- 17) Moodle.
- 18) Subbing.
- 19) Freelance writer.
- 20) Scripting for interviews.



K22U 0272

Reg. No. :

Name :

**VI Semester B.A. Degree (CBCSS-OBE – Regular) Examination, April 2022
(2019 Admission)
CORE COURSE IN ENGLISH
Discipline Specific Elective
6B16(3) ENG : Writing for the Media**

Time : 3 Hours

Max. Marks : 40

- I. Write an essay in **250** words on **any one** of the following. **(1×8=8)**
- 1) Discuss the functions and the effects of modern mass media.
 - 2) Describe briefly the characteristics of the digital media.
- II. Answer **any six** of the following in about **100** words. **(6×4=24)**
- 3) The effects of mass communication.
 - 4) Film as Mass media.
 - 5) Magazines.
 - 6) News agencies.
 - 7) Broadcast writing.
 - 8) Scripting for television news.
 - 9) Social Media.
 - 10) News story structure.
- III. Answer **any eight** of the following in **not** more than **two** sentences. **(8×1=8)**
- 11) Nonverbal communication.
 - 12) What is meant by cyber culture ?
 - 13) What is meant by a summary lead ?
 - 14) Mention any two digital media platforms.
 - 15) What is a Television Feature ?
 - 16) What is an e-zine ?
 - 17) What is meant by technical writing ?
 - 18) What is a blog ?
 - 19) What is the hour glass form of news writing ?
 - 20) What are the five Ws of a news story ?
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