

K24U 0113



Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree (C.B.C.S.S.-OBE - Regular/ Supplementary/  
Improvement) Examination, April 2024.  
(2019 to 2021 Admissions)

DISCIPLINE SPECIFIC ELECTIVE IN ENGLISH  
6B16 (3)ENG : Writing for Media

Time : 3 Hours

Max. Marks : 40

I. Write an essay in **250** words on **one** of the following :

(1×8=8)

- 1) Trace the rise and evolution of modern mass media.
- 2) Advantages and limitations of Television as a broadcast medium.

II. Answer **six** of the following in about **100** words.

(6×4=24)

- 3) Explain media culture.
- 4) Cyber culture.
- 5) Inverted Pyramid style.
- 6) Stylesheet.
- 7) Digital media.
- 8) Characteristics of mass communication.
- 9) What are the important elements of newsworthiness ?
- 10) Radio skills.

P.T.O.



9) The role of the chorus in the play "Nagamandala".

10) Elucidate the theme of the poem "Ghanashyam".

IV. Answer **eight** of the following in **not** more than **two** sentences. **(8×1=8)**

11) How does the poem "Where Do You Come From" explore themes of displacement and identity ?

12) Why does Derozio wish to sing about India's past greatness ?

13) How was Chandu Menon honoured by Queen Victoria ?

14) Who is the speaker of the poem "Ghanashyam" ?

15) What is the symbolic significance of Shadow Lines in Amitav Ghosh's work ?

16) What do the symbols of the anthill and the temple represent in "Nagamandala" ?

17) What are the main themes of the poem "Exile" ?

18) What does the frog learn from the nightingale's Death ?

19) What do the poets wait for in "Poet, Lover, Birdwatcher" ?

20) What is the significance of the cricket matches in the story "Of White Hairs and Cricket" ?

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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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