

20P155S

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2020

(CUCSS-PG)

CC15P EN1 E05 – WRITING FOR THE MEDIA

(English Language and Literature)

(2015 to 2018 Admissions - Supplementary)

Time: Three Hours

Maximum: 36 Weightage

I. Answer **all** questions in a word, a phrase, or a sentence. Each question carries ½ weightage.

1. News Agency.
2. Expansion of I.B.C.
3. Gutter.
4. Special correspondent.
5. Billboard.
6. Analogue radio.
7. Reuters.
8. Beat.

(8 x ½ = 4 Weightage)

II. Answer any **six** questions in two or three sentences. Each question carries 2 weightage.

9. Radio drama.
10. Film script format.
11. Subbing.
12. Social Networking and journalism.
13. Public service ads.
14. Radio interviews.
15. Four types of Documentaries.
16. News reel.
17. Feature writing.
18. Media Ethics.

(6 x 2 = 12 Weightage)

III. Write an essay on **four** of the following questions, choosing one from each section.

Section A

19. Essential qualities of a good reporter.
20. Write an essay on the different types of ‘intros’ and ‘leads’.
21. A good sub-editor is a creative artist. Discuss.

Section B

22. How can we conduct an effective interview?
23. The basic guidelines for writing an editorial.
24. “News analysis on web is an interpretative piece of journalism”. Explain.

Section C

25. Key function of a PRO.
26. List out the guidelines for web writing.
27. Draw a logo emblem for a Film Festival explaining the details.

Section D

28. Draft a newspaper report on any socially relevant issue.
29. What is news? Give it's classifications.
30. Outline the different styles of writing in different media.

(4 x 5 = 20 Weightage)
