

17U656

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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U ENG6 B04 - WRITING FOR THE MEDIA

English – Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer *all* questions. Each question carries 1 mark.

1. The first news reel was _____.
a) Pathe's Weekly b) Metrotone c) March of Time d) Pathe's Journal
2. Feedback of a communication is available from
a) Source b) Receiver c) Message d) Medium
3. The credit of invention of www goes to
a) Tim Berners-Lee b) Charles Babbage c) Richardson d) None of these
4. _____ is the common form of printing.
a) Inkjet Printing b) Vegetable Printing c) Offset Printing d) None of these
5. By-line of a news story consist of
a) The name of the reporter b) The time of the news writing
c) The place of the event occurred c) None of these
6. _____ is the art of polishing the content.
a) Copy writing b) Caption writing c) Editing d) Instant messaging
7. Op-ed pieces are
a) Editorials b) Book review
c) Feature d) Opinions of the reader
8. _____ clarifies the headline.
a) Blurbs b) Caption c) Credit line d) None of these
9. _____ is the most traditional lead in news writing.
a) Teaser lead b) Contrast lead c) Question lead d) Summary lead
10. _____ is the blueprint of a film.
a) Cast b) Dialogue c) Script d) Screenplay

(10 x 1 = 10 Marks)

II. Answer any *ten* questions in two or three sentences. Each question carries 2 marks.

11. What is a news reel?
12. What is direct marketing?
13. What are e-books?
14. Outline three kinds of radio interviews.
15. Name two disadvantages of TV as a mass medium.
16. What do you mean by surrogate ads?
17. What is subbing?
18. Explain the importance of voice in broadcast.
19. Explain blurbs.
20. What are filter blogs?
21. What does PSA stands for?
22. What are the duties of an editor?

(10 x 2 = 20 Marks)

III. Answer any *four* questions in a paragraph of 100 words. Each question carries 5 marks.

23. Explain copywriting and challenges in writing a web copy.
24. The meaning and function of ads.
25. Characteristics of a good article.
26. Different types of digital correspondence.
27. What are the terms used to describe the various shots used in films? Enumerate.
28. Explain freelancing.

(4 x 5 = 20 Marks)

IV. Answer any *two* questions in 300 words. Each question carries 15 marks.

29. Describe the process of filmmaking.
30. Enumerate the different types of programmes found on radio.
31. Explain the advantages and disadvantages of advertising in print media.
32. Explain writing a news story.

(2 x 15 = 30 Marks)
