

20U656

(Pages: 2)

Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U ENG6 B17 / CC19U DCENG6 B17 - WRITING FOR THE MEDIA

(English / English & History Double Main - Elective Course)

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is FAQ?
2. Why is updating necessary in technical descriptions?
3. What is Prime Time in radio?
4. What are radio features?
5. What is the purpose of lead in a TV news story?
6. What does post-production involve?
7. What is a fictional TV show?
8. Why are television advertisements popular?
9. Why is radio described as the “theatre of mind”?
10. What are E-magazines?
11. What is the nature of Blog writing?
12. What is the purpose of Media law?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. What are the properties of a technical writer?
14. Write a note on MLA.
15. What are the guidelines to be followed while preparing a radio copy?
16. What are podcasts? What are its features?
17. What are the benefits of online advertising?

18. What are the guidelines to be followed while copywriting for leaflets?

19. Elaborate gender sensitive language usages.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. Describe the process of film making.

21. Write a detailed note on Cyber Law.

(1 × 10 = 10 Marks)
