

21U656

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Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024

(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 a product description?
2. How is a book with a single author mentioned in the works cited section according to MLA style?
3. What are street interviews in radio?
4. What are the different kinds of radio features?
5. What are the different programmes in commercial FM broadcasting?
6. What is a story board?
7. What are the three stages of film production?
8. What is a wallpaper ad?
9. What are classified advertisements?
10. What is a Vlog?
11. What are the media laws?
12. What do you mean by phishing?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Define end-user documentation.
14. How is the "instructions" section organized?
15. Comment on news bulletins and radio in India.
16. What is film making?

17. What is broadcast advertisement? Explain its various features
18. How does radio recall the visual elements of the message?
19. What are the guidelines to be followed when you write for webs?

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. How does documentary differ from a movie?
21. How can a reporter ensure fair and equal treatment of people in his writing by being language sensitive?

(1 × 10 = 10 Marks)
