

16P1152

(Pages:2)

Name:

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2016

(Regular/Supplementary/Improvement)

(CUCSS-PG)

CC15P EN1 E05 – WRITING FOR THE MEDIA

(English Language and Literature)

(2015 Admission Onwards)

Time: Three Hours

Maximum: 36 Weightage

I. Answer **all** the following questions in a sentence.

1. Mass Communication.
2. News Sense.
3. Beat.
4. News Agency.

5. Digest Lead.
6. 5 Ws.
7. AIDA
8. Proof Reading

(8x1/2=4)

II. Answer any **SIX** of the following in a paragraph.

9. Inverted Pyramid.
10. PR.
11. Prime time.
12. War Reporting.
13. Freelance Journalism.
14. Timeliness as a basic news value.
15. Feature writing .
16. Educational Reporting.
17. Sports reporting
18. Hour Glass Style

(6x2=12)

III. Write an essay on any **FOUR** of the following choosing one from each section.

SECTION A

19. Enumerate the different types of leads.
20. What are the desired qualities of a good editor?
21. Write an essay on different aspects of advertisements and its primary use.

SECTION B

22. Explain the different types of News Reporting.

23. List out and explain the basic steps to determine News Value.
24. Media Ethics

SECTION C

25. What are the major sources of news for a news paper reporter.?
26. What is a television interview? Discuss the preparations needed for conducting an effective interview.
27. What are the four classification of television audience according to Roger L. Walters ?

SECTION D

28. Draft a news paper report on the activities of NSS in your college.
29. Comment on the concept of “infotainment” and its popularity in the present world with relation to broadcast journalism
30. Create an attractive caption and logo for a new Football Club.

(4x5=20)
