

18P161

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2018

(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* questions in a word, a phrase, or a sentence. Each question carries ½ weightage.

1. What is a lead?
2. Expand PTI
3. Embargo.
4. Beat.
5. Stringer.
6. Scoop.
7. Ad copy.
8. Column.

(8 x ½ = 4 Weightage)

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

9. Media mix.
10. Editorial.
11. Hard and soft news.
12. Gate keeping.
13. Headlines.
14. Developmental journalism.
15. Mono type and lino type setting.
16. Supplements.
17. News agencies.
18. Enterprise stories.

(6 x 2 = 12 Weightage)

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

Section A

19. Write an essay on the different aspects of news collection.
20. What are the characteristics of feature writing and describe different types of feature articles.
21. What are the things to be taken care of while broadcasting news?

Section B

22. What are the essential characteristics of a good editorial?
23. How can one conduct an effective interview?
24. Detail the guidelines for making a documentary film.

Section C

25. What do you mean by direct mailing? Explain.
26. What are the key functions of a PRO?
27. Draw a logo for the environment day celebrations in your college and explain the details.

Section D

28. Write a news report on the havoc wrought by the cyclone Ohkhi in the coastal areas.
29. What is media ethics? Explain.
30. What is news? What are its classifications?

(4 x 5 = 20 Weightage)
