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Name.....

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

1 Sending and receiving messages through chosen channels is called _____.

- (a) Print Media. (b) Relay.
(c) Communication. (d) None of these.

2 Which of the following reveals the opinions of a media firm ?

- (a) Headlines. (b) Editorial.
(c) Op-ed piece. (d) None of these.

3 A film review is expected to specify details of which of the following ?

- (a) Direction. (b) Photography.
(c) Acting. (d) All of these.

4 What is the most important part of a new story ?

- (a) Opening line. (b) Closing line.
(c) Opening paragraph. (d) All of these.

5 Pick out the "Graveyard shift or slot" from the following :

- (a) Early morning. (b) Morning time.
(c) Evening. (d) None of these.

6 What is the word for radio commercials ?

- (a) Promo. (b) Spot.
(c) Stinger. (d) None of these.

7 Pick out the features of a letter to the editor.

- (a) Brief. (b) Matter of fact.
(c) Time relevance. (d) All of these.

Turn over

- 8 The main printed text in an advertisement is called _____.
- (a) Speech. (b) Script.
(c) Ad Copy. (d) None of these.
- 9 What is the word of a newspaper that has roughly half the size of the standard newspaper ?
- (a) Broadsheet. (b) Tabloid.
(c) Berliner. (d) None of these.
- 10 The first electronic book was _____.
- (a) Kindle. (b) Apple Read.
(c) Sony Bookman. (d) None of these.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two or three sentences :

- 11 Define propaganda.
- 12 What was the Roman practice of recording happenings and information ?
- 13 What is an Op-ed piece ?
- 14 Define relevance and timeliness of a news story.
- 15 What are classifieds ?
- 16 What is a byline ?
- 17 What is a skit ?
- 18 What is the function of a blurb ?
- 19 What is a pamphlet ?
- 20 Mention four radio skills.
- 21 The significance of News Reel.
- 22 Define a blurb and give the purpose of writing blurbs.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a paragraph of 100 words :

- 23 Newspaper editorials.
- 24 Give an account of different types of leads.
- 25 Anchoring.

- 26 Profile writing.
- 27 Blogging.
- 28 Write a model film review giving examples.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

- 29 Discuss the basic aspects of writing for Print Media.
- 30 Write an essay on TV as a mass medium.
- 31 Give an overview of promotional literature.
- 32 What are the fundamentals of film scripting ?

(2 × 15 = 30 marks)