16U656 Name: (Pages: 2) Reg. No..... SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2019 (Regular/Supplementary/Improvement) (CUCBCSS - UG) **CC15U ENG6 B04 - WRITING FOR THE MEDIA** English – Core Course (2015 Admission onwards) Time: Three Hours Maximum: 80 Marks I. Answer the following questions: 1. Mandatory deadline for the release of a news story is called_____. a) Hold c) Release b) Scoop d) Embargo 2. ______ is responsible for ensuring that the tone, style and layout of the final copy match the style followed by the publication house. a) Proof-reader b) Sub-editor c) Managing editor d) News editor 3. The ______ interview is a type of interview in which the newscaster interviews the reporter. b) Studio interview a) Spot interview c) Field interview d) Two-way interview 4. The camera movement in which the camera moves from left to right or vice versa on its base is called _____ a) Tilt b) Track c) Pan d) Dolly 5. ______ is the kind of writing for communicating specific or specialized information or instructions. b) Copy writing a) Web writing d) Profile writing c) Technical writing 6. invented World Wide Web. a) Tim Berners- Lee b) Philip Barker c) Tony Feldman d) Charles Babbage 7. Allowing a picture or ad to extend beyond the normal margin is called______. a) Run of Press b) Bleed c) Sweep d) Drive 8. ______ is a summary of a publication's identification and ownership. a) Masthead b) Statement c) Spread d) Typeface 9. ______ are highly targeted brand associated activities designed to actively engage customers and prospects and generate publicity. a) Sponsorship b) Events c) Customer service d) Personal selling

10. ______ is the "Theatre of the Mind".a) Televisionb) Radioc) Cinema

(10 x 1 = 10 Marks)

d) Video

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

- 11. What is the purpose of a book review?
- 12. What is a credit line?
- 13. Mention any two duties of an editor.
- 14. What is a juke box?
- 15. What is a sound bite?
- 16. Define advertising.
- 17. What is a blog?
- 18. What is instant messaging?
- 19. What is classified advertising?
- 20. Name two disadvantages of Radio as a mass medium.
- 21. What are the 4 P's in marketing communication?
- 22. What is the purpose of a pamphlet?

(10 x 2 = 20 Marks)

- III. Answer *four* of the following questions in a paragraph of 100 words:
 - 23. What are the different types of leads?
 - 24. Outline the mechanics of proof reading.
 - 25. Write a note on the different approaches used in radio documentary.
 - 26. Profile writing.
 - 27. Direct Mail advertising.
 - 28. E- magazines.

(4 x 5 = 20 Marks)

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

29. Outline the weakness and strength of advertising in print media.

- 30. Discuss the post production phase in film industry.
- 31. Explain in detail the process of scripting for Television.
- 32. What are the guidelines to be followed while writing for the web?

(2 x 15 = 30 Marks)
