

073096

(Pages : 2)

Name..... 20

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXAMINATION, DECEMBER 2014

(CUCSS)

English

EN 1E 05—WRITING FOR THE MEDIA

(2012 Admissions)

Time: Three Hours

Maximum : 36 Weightage

I. Answer *all* the questions in *a word, phase or a sentence* :

- 1 What is an inverted pyramid ?
- 2 Hard News.
- 3 Expansion of PTI.
- 4 Beat.

(4 × ½ = 2 weightage)

- 5 Dateline.
- 6 Newshawk.
- 7 Copy readers.
- 8 Box.

(4 × ½ = 2 weightage)

II. Answer any *six* of the following in a paragraph :—

- 1 Adversary Journalism.
- 2 Profile.
- 3 Sub-editing.
- 4 Proof reading.
- 5 Interpretative Reporting.
- 6 Delayed Intro.
- 7 Masthead.
- 8 Sports Review.
- 9 Photo-type setting.
- 10 Free and responsible press.

(6 × 2 = 12 weightage)

Turn over

III. Write an essay on any *four* choosing one from each section :

Section A

- 1 What do you mean by Media ethics ?
- 2 What are key components that are most essential in news coverage ?
- 3 Enumerate the different types of leads ?

Section B

- 1 Distinguish between feature writing and writing documentaries.
- 2 What are the characteristics of a good interview ?
- 3 What are the elements of a good editorial ?

Section C

- 1 Draw a logo emblem for a Film Festival explaining the details.
- 2 Explain the concept of direct mailing.
- 3 Discuss the major principles of public relations.

Section D

- 1 Draft a newspaper report on the problems of garbage disposal in your city / village.
- 2 Write a feature on the activities of National Service Scheme unit of your institution.
- 3 Prepare the text for the advertisement of a tourist resort.

(4 × 5 = 20 weight)