

17P157

(Pages:2)

Name: .....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE EXAMINATION, DECEMBER 2017**

(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 word, phrase or sentence:

1. What is Fourth Estate?
2. What is the role of a copy editor?
3. Expand UNI
4. Who are newspaper agents?
5. .... is the opening paragraph in a story. (4x<sup>1</sup>/<sub>2</sub> =2 weightage)
6. Self-employed writer, artist, editor or advertising man is called.....
7. What is an editorial?
8. Frame a news heading for a rail accident (4x<sup>1</sup>/<sub>2</sub> =2 weightage)

II. Attempt any *six* of the following questions in a paragraph:

9. Target audience and advertising
10. Copyright
11. Feature
12. Beat
13. Obituary
14. Press conference
15. Breaking story
16. Public opinion polls
17. News value
18. Surrogate advertising

(6x2 =12 weightage)

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

**Section A**

19. A good sub-editor is a creative artist. Elaborate
20. Write an essay on free and responsible press
21. What planning has to go into news gathering?

**Section B**

22. Write a feature on the recent Chennai flood
23. Documentary synthesizes the creative arts of the broadcast media. Substantiate.
24. What do you think is the future of the newspaper in the digital era?

**Section C**

25. Draw and explain a logo emblem for a theatre festival
26. What are the characteristics of broadcast news?
27. Explain the significance and segments in the editorial page

**Section D**

28. Discuss the various elements in an advertising message
29. Write an essay on Public Relations Campaign
30. Draft an advertisement for a music academy to be launched soon

(4x5=20 weightage)

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(4x5=20 weightage)