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Name :

Reg. No :

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2025

(CBCSS-UG)

(Regular/Supplementary/Improvement)

CC19U ENG6 B17 / CC19U DCENG6 B17 - WRITING FOR THE MEDIA

(English / English & History Double Main - Elective Course)

(2019 Admission onwards)

Time: 2 Hours

Maximum: 60 Marks

Credit: 3

Part A (Short answer questions)

Answer **all** questions. Each question carries 2 marks.

1. Differentiate between white paper and case studies.
2. What do you mean by "nested steps"?
3. Define technical descriptions.
4. What is personality interview in radio?
5. What are leads in radio news?
6. What is the difference between the shelf life of podcasts and radio programmes?
7. Explain pre-production.
8. What is a fictional TV show?
9. What does the music trigger in radio jingles?
10. What is a Blog and what is Blogging?
11. Why is media laws and ethics important?
12. Is Cyber Law and IT Act same?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer **all** questions. Each question carries 5 marks.

13. Write a note on MLA.
14. Comment on news bulletins and radio in India.
15. What is film making?
16. What a short note on the structure of a film.
17. What is contextual advertising? Explain with an example.

18. What does the cost of television advertising depend on?
19. How are 'dimensions' expressed as per the AP style?

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

20. What is copywriting? How can you make an effective copy?
21. Define digital media. Explain different types of digital media.

(1 × 10 = 10 Marks)
