

24U354

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Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UFEN3VN201 - WRITING FOR MEDIA

(B.A. Functional English - VAC)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Compare and contrast different scriptwriting styles for visual/online media. [Level:2] [CO2, CO4]
2. Describe the role of a freelance writer in the media industry. [Level:2] [CO2, CO4]
3. Analyze the role of scripting interviews in effective storytelling and reporting. [Level:4] [CO1, CO3]
4. Analyze the role of media in shaping public opinion and discourse. [Level:4] [CO1]
5. Identify three types of digital news platforms. [Level:2] [CO2, CO4]
6. Edit and proofread a sample article or script using AP style guidelines. [Level:3] [CO2, CO5]
7. Discuss the challenges of subtitling for video or film and strategies for overcoming them. [Level:2] [CO1, CO4]
8. Describe the role of media in a democratic society. [Level:1] []
9. Develop a policy for protecting sources and maintaining confidentiality. [Level:3] [CO3]
10. What is the role of clarity in effective media communication? [Level:1] [CO1, CO5]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. What is the importance of a Code of Ethics in media organizations? Identify key principles of media ethics. [Level:2] [CO4]
12. Evaluate the importance of accuracy and clarity in maintaining credibility in media writing. Discuss the impact of errors on audience trust. [Level:5] [CO3]
13. Write a pitch for a freelance writing project using effective proposal writing techniques. Ensure that your pitch is clear, concise, and persuasive. [Level:3] [CO4]

14. Define accuracy and clarity in communication and their importance in media writing. [Level:1] [CO2]
15. What are the benefits of editing and proofreading in media writing? Identify key strategies for effective editing and proofreading. [Level:1] [CO3]
16. Compare and contrast different scriptwriting styles for visual/online media. Discuss the strengths and weaknesses of each style. [Level:2] [CO3]
17. Develop a policy for protecting sources and maintaining confidentiality in journalism. Discuss the importance of source protection. [Level:1] [CO2]
18. What are stylistic devices, and how are they used in media writing? Provide examples of common devices. [Level:1] [CO3]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Develop a comprehensive editing and proof reading plan for a news article or feature story. Discuss the importance of fact-checking and verification in maintaining accuracy. [Level:2] [CO4]
20. Develop a news article using the inverted pyramid style and effective stylistic devices. Analyze the effectiveness of your article in conveying information and engaging the audience. [Level:2] [CO5]

(1 × 10 = 10 Marks)
