

23U657

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Name:

Reg.No:

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19UENG6B17 / CC19UDCENG6B17 - WRITING FOR THE MEDIA

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

(2019 Admission onwards)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

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

1. What do you mean by an abstract subject in technical writing? Give an example.
2. Comment on the language used in user manuals.
3. How can one make a technical description interactive?
4. What are radio dramas?
5. What is the difference between the shelf life of podcasts and radio programmes?
6. Name two techniques that may be used to advance the story in a film.
7. Define advertising.
8. Who is a copywriter?
9. What is the primary goal of advertising?
10. What is an E-journal?
11. Which medium is the choice of small-scale advertisers: Radio or television? Why?
12. What is an IP spoofing?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

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

13. Write a short note on Literature Review.
14. What are fixed programme charts in radios? Explain with an example.
15. What is film making?
16. What are the guidelines for writing TV news copy?

17. Write a short note on documentary films?
18. Radio is the “theatre of the mind”. Explain.
19. Explain in detail the different types of blogs.

(Ceiling: 30 Marks)

Part C (Essay questions)

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

20. What are the principles of radio broadcasts?
21. Discuss the important rules of writing as laid out in the AP stylebook.

(1 × 10 = 10 Marks)
