

15U656

(Pages: 2)

Name:

Reg. No.

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2018

(CUCBCSS-UG)

CC15U ENG6 B04 - WRITING FOR THE MEDIA

English–Core Course

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following questions:

1. _____ is the opening paragraph of a news story.
a. headline b. intro c. lead d. by-line
2. _____ checks and corrects articles in a newspaper before they are printed
a. Editor b. Sub editor c. Proof reader d. Journalist
3. _____ is a relatively unimportant news item on TV
a. OB b. split run c. brief d. feature
4. _____ is a predecessor to television and a type of short film that covered news and current events.
a. documentary b. news reel c. bill board d. promo
5. A web log is also known as _____
a. blog b. e-zine c. web copy d. caption
6. Parity products are products that are _____
a. similar in nature b. withdrawn from market
c. different in nature d. introduced into market
7. _____ is at the top of the news hierarchy
a. managing editor b. freelance journalist
c. sub-editor d. publisher
8. Kindle is an _____
a. e-book b. e-magazine c. e-journal d. e-reader
9. A live broadcasting of a sports programme has to be definitely complemented by _____
a. commentary b. news coverage c. results d. music
10. An advertisement on energy conservation is an example of _____ mode of advertising
a. surrogate b. public service c. promotional d. pamphlet

(10 x 1 = 10 Marks)

II. Answer any **ten** of the following questions in two or three sentences each:

11. What is an 'op-ed'?
12. How is feature writing different from news writing?
13. What is a screen play?
14. What is a blurb?
15. What is surrogate advertising?
16. Define broadcast advertising.
17. Mention the characteristics of Profile writing.
18. How is a *film cut* different from *fine cut*?
19. What is a field interview?
20. What is 'journalese'?
21. What are promotional video networks?
22. What is an open access e-journal?

(10 x 2 = 20 Marks)

III. Answer any **four** of the following questions in a paragraph of 100 words each:

23. Types of Leads.
24. Factors to be considered while deciding the worth of a news story.
25. Strengths of Radio as a mass medium.
26. Various types of planned messages used to build a product.
27. Freelancing.
28. Broadcast advertising.

(4 x 5 = 20 Marks)

IV. Answer any **two** of the following questions in an essay of about 300 words each

29. Describe various types of news paper writing.
30. Explain the range and variety in Television programming.
31. Comment on the scope of digital media in the contemporary world.
32. Compare and contrast the effectiveness of advertising in different media platforms.

(2 x 15 = 30 Marks)
