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Name:

Reg. No.....

SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U ENG6 B04 - WRITING FOR THE MEDIA

(English – Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

I. Answer the following bunches of questions:

1. A reporter's name appears in _____
a) Byline b) Dateline c) Lead d) Caption
2. The Press Release is also called _____
a) Newstory b) Press Conference c) Handouts d) None of these
3. The credit of invention of www goes to _____
a) Tim Berners-Lee b) Charles Babbage c) Richardson d) None of these
4. Golden period of radio is _____
a) 1920s-1950s b) 1880s-1900s c) 1900s-1920s d) 1960s-1980s
5. The first electronic book was _____
a) Kindle b) Apple Read c) Sony Bookman d) None of these
6. _____ is the blueprint of a film.
a) Cast b) Dialogue c) Script d) Screenplay
7. _____ is a tightly framed shot of a single person or object.
a) Long Shot b) Medium Shot c) Close-Up d) None of these
8. _____ is usually the active head of the copy desk.
a) City Editor b) News Editor c) Managing Editor d) Executive Editor
9. A caption should be _____
a) Explanatory b) Precise c) Attractive d) Both 'b' and 'c'
10. What is the word for radio commercials?
a) Promo b) Spot c) Stinger d) None of these

(10 × 1 = 10 Marks)

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

11. What is nut graph?
12. Define summary lead.
13. What is the relevance of feedback in communication?

14. What is subbing?
15. What are the weaknesses of radio as a medium?
16. What do you mean by surrogate ads?
17. What does PSA stand for?
18. What does Anthony Friedmann say about a scriptwriter's task?
19. Explain blurbs.
20. What are the four P's of marketing communication?
21. What are classifieds?
22. What is propaganda?

(10 × 2 = 20 Marks)

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

23. Profile writing.
24. Explain Press Release.
25. Relevance of music programmes in the world of radio.
26. Explain inverted pyramid and its advantages.
27. Explain the concept of marketing communication.
28. Describe film scripts and screen play.

(4 × 5 = 20 Marks)

IV. Answer any *two* of the following questions in 300 words:

29. What are the fundamentals of film scripting?
30. Enumerate the different types of programmes found on television.
31. Explain the principles of conducting an interview.
32. Write the review of a book that you have read recently.

(2 × 15 = 30 Marks)
