

19U672

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Name: .....

Reg.No: .....

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 2022**

(CBCSS - UG)

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

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

(2019 Admission - Regular)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

**Part A** (Short answer questions)

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

1. Define technical writing.
2. What is a process description?
3. Should we use active or passive voice while writing for radio broadcasts.
4. What are the techniques of TV features that are also used in radio features?
5. What are the different programmes in commercial FM broadcasting?
6. Name two disadvantages of TV as mass medium.
7. What is a fictional TV show?
8. What is a mobile ad?
9. What are leaflets?
10. Define WWW.
11. What is the purpose of Media law?
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. What is required for writing good instructions?
14. Write a note on APA.

15. What are Radio Documentaries and what makes it different from radio features?
16. Write a short note on the structure of a film.
17. What does the cost of television advertising depend on?
18. How does radio recall the visual elements of the message?
19. What are the advantages of fee based blog?

**(Ceiling: 30 Marks)**

**Part C (Essay questions)**

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

20. Discuss the pre production stage in film industry.
21. Discuss the important rules of writing as laid out in the AP stylebook.

**(1 × 10 = 10 Marks)**

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