

15P152

Name:

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXTERNAL EXAMINATION FEBRUARY 2016

(2015 Admission)

CC15P EN1 E05– Writing for the media (English Language & Literature)

Time: 3 Hours

Weightage: 36

I. Answer all the following questions in a word, phrase or sentence:

1. What is lead?
2. What is byline?
3. Expand PTI
4. What is meant by the word 'stringers'?

(4x½=2 weightage)

5. News agency copy is also called.....
6.in the unit of news writing
7. What is creed?
8. Who is a columnist?

(4x½ =2 weightage)

II. Write a paragraph on any six of the following:

9. Objectivity in reporting a story
10. News sense
11. Investigative reporting
12. The editorial page
13. Hard and soft news
14. Radio commercials
15. Role of Public Relations Officers
16. Language of news stories
17. Yellow journalism
18. Media ethics

(6x2 =12 weightage)

III. Write essays on four of the following questions, choosing one from each section:

Section A

19. What are the essential qualities of a good reporter?
20. What are the different types of 'intros' and 'leads'?
21. What are the sources of news?

Section B

22. Write a letter to the editor expressing your views on beauty contests
23. Write a feature on the rising instances of crime against women in the state
24. Discuss the various aspects of television newscasting

Section C

25. Draw a logo emblem for the golden jubilee celebrations of your college and explain the same in a paragraph
26. What are the characteristic features of a documentary?
27. What are the different ways in which interviews are featured on television?

Section D

28. What are the negative effects of advertising?
29. Draft an advertisement for a new restaurant to be opened soon
30. Discuss the difference between advertising and public relations

(4x5 =20 weightage)
