

19P155A

(Pages: 2)

Name:

Reg. No.....

FIRST SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2019

(Supplementary/Improvement)

(CUCSS-PG)

CC15P EN1 E05 – WRITING FOR THE MEDIA

(English Language and Literature)

(2015 to 2018 Admissions)

Time: Three Hours

Maximum: 36 Weightage

I. Answer the following questions in a sentence each:

1. What is a Byline?
2. What is editing?
3. What is paid news?
4. What is broadcasting?
5. What is press meet?
6. What is cutaway?
7. The function of media.
8. What is a feature?

(8 x ½ = 4 Weightage)

II. Answer any *six* of the following questions in a paragraph each:

9. News.
10. Media.
11. Editorial.
12. Advertisement.
13. News collection.
14. Propaganda.
15. Circulation.
16. News value.
17. Copy writing.
18. Caption.

(6 x 2 = 12 Weightage)

III. Write an essay on 4 of the following questions, choosing one from each section:

Section A

19. The process of News setting.
20. The qualities of a Reporter.
21. Discuss different sources of news.

Section B

22. Prepare an interview with a famous person from the field of cinema.
23. News reporting and its challenges.
24. The art of interviewing.

Section C

25. Discuss the different parts of an advertisement.
26. Prepare an advertisement endorsing a product of your choice.
27. How is advertising different from PR?

Section D

28. The role of media.
29. Prepare a news paper report on flood affected life of Keralites and their attempts to survive.
30. Prepare the questions for a press meet with the members of WCC.

(4 x 5 = 20 Weightage)
