

SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2018

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark :

1 Which of the following is relatively inexpensive to use ?

- (a) Newspaper.
- (b) TV.
- (c) Radio.
- (d) All of these.

2 Sport the odd one :

- (a) Summary lead.
- (b) Question lead.
- (c) Quotation lead.
- (d) Dateline lead.

3 Which one is meant to provoke curiosity ?

- (a) By-line.
- (b) Contrast lead.
- (c) Teaser lead.
- (d) All of these.

4 Which of the following originated in China ?

- (a) Print.
- (b) TV.
- (c) Radio.
- (d) All of these.

5 What is "Voice of the newspaper" ?

- (a) Features.
- (b) Interview.
- (c) Editorial.
- (d) None of these.

6 Readers can communicate through :

- (a) Op-ed.
- (b) Ads.
- (c) Letters to the editor.
- (d) None of these.

Turn over

- 7 Who made the first news reel ?
- (a) Robert Dane. (b) James Reeves.
(c) Charles Pathe. (d) Charles Boyle.
- 8 Tin Bearers and Lee invented :
- (a) World Wide Web. (b) Book Reader.
(c) Simulation (d) Fonts.
- 9 The History of Advertising can be traced to :
- (a) Chinese. (b) Greeks.
(c) Egyptians. (d) Romanians.
- 10 Golden age of Radio is :
- (a) 1930s to World War one. (b) 1920s.
(c) 1960s. (d) 1970s.

(10 × 1 = 10 marks)

II. Answer *ten* of the following questions in two *or* three sentences. Each question carries 2 marks :

- 11 What is negativity in a news story ?
- 12 Define "Credit line".
- 13 What is a periodical ?
- 14 Give example for an acronym and abbreviation.
- 15 What is a stinger ?
- 16 What are *e*-books ?
- 17 Name an E-zine.
- 18 What is the purpose of a blurb ?
- 19 What is media convergence ?
- 20 What is the importance of audience in communication ?
- 21 What are classifieds ?
- 22 Define propaganda.

(10 × 2 = 20 marks)

III. Answer *four* of the following questions in a paragraph of 100 words. Each question carries 5 marks :

- 23 Free-lancing.
- 24 Letters to the editor.
- 25 Educational blogs.
- 26 Write the profile of a Malayalam film actress of your choice.
- 27 Instant messaging.
- 28 Surrogate ads.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words. Each question carries 15 marks :

- 29 Write an essay on the origin and development of Print Media.
- 30 Features, scope and advantages of Visual media.
- 31 Different types of programmes on the Radio.
- 32 Write an essay on the means and functions of advertising in the present times.

(2 × 15 = 30 marks)