

**SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH 2019****(CUCBCSS)****English****ENG 6B 04—WRITING FOR THE MEDIA****Time : Three Hours****Maximum : 80 Marks****I. Answer the following bunches of questions :**

- 1 Who does not belong to any journalistic organisational structure ?
  - (a) Reporter.
  - (b) Correspondent.
  - (c) Freelancer.
  - (d) Editor.
- 2 The conscience of a newspaper is its :
  - (a) Articles.
  - (b) Middles.
  - (c) Features.
  - (d) Editorial.
- 3 The process of corrections performed by the Sub-editor is known as :
  - (a) Proof reading.
  - (b) Profile writing.
  - (c) Copy editing.
  - (d) Subbing.
- 4 A film short in length focusing more on descriptions than dialogues :
  - (a) Documentary.
  - (b) News Reel.
  - (c) Podcast.
  - (d) Feature.
- 5 A short film of news and current affairs made for showing as part of the programme in a cinema :
  - (a) Skit.
  - (b) News Reel.
  - (c) Feature.
  - (d) None of the above.
- 6 A metaphor used by journalists and other writers to illustrate how information should be structured :
  - (a) Pyramid.
  - (b) Copy editing.
  - (c) Inverted Pyramid.
  - (d) None of the above.

**Turn over**

- 7 A short comedy sketch or piece of humorous writing, especially a parody :
- (a) Anecdote. (b) News cast.  
(c) Skit. (d) None of the above.
- 8 Small advertisements placed in a newspaper and organised in categories :
- (a) Documentary. (b) Classifieds.  
(c) Lead. (d) Interview.
- 9 A title or brief explanation accompanying an illustration, cartoon or poster :
- (a) Angle. (b) Credit line.  
(c) Anecdote. (d) Caption.
- 10 What is the advantage of advertisements ?
- (a) Inform well of product quality.  
(b) A big source of income for print and electronic media.  
(c) Promotes economic growth.  
(d) All of the above.

(10 × 1 = 10 marks)

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

- 11 What are the contents of a Newspaper ?
- 12 What are the essential components of a News story ?
- 13 Distinguish between Hard news and Soft news.
- 14 What are the Personality Features in Radio broad casting ?
- 15 Define Field Interview.
- 16 Explain Readability.
- 17 What is a Commercial ?
- 18 What is meant by Anchoring ?
- 19 What is an E-magazine ?
- 20 Define Caption writing.
- 21 What is a Brochure ?
- 22 What are the Five 'W's and 'H' of writing ?

(10 × 2 = 20 marks)

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

- 23 Mention some of the functions of the editor.
- 24 Write a short note on Article writing.
- 25 Write a short note on Radio Jockeying.
- 26 What are the disadvantages of Digital media ?
- 27 Elaborate the advantages of Advertisements.
- 28 Explain Media stylistics.

(4 × 5 = 20 marks)

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

- 29 What are the basic aspects for writing for Print Media ?
- 30 Elaborate in detail about the advantages and disadvantages of the Radio medium.
- 31 Discuss writing for Digital Media.
- 32 Explain in detail about Promotional Literature and its various types.

(2 × 15 = 30 marks)