

SIXTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION, MARCH 2020

(CUCBCSS—UG)

English

ENG 6B 04—WRITING FOR THE MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

1 Credit Line of a news story gives :

- (a) The date of the news. (b) Place of the incident.
(c) Importance of the news. (d) Name of the news agency.

2 News stories are collected by :

- (a) Reporters. (b) News readers.
(c) Editors. (d) Advertisers.

3 A caption should be :

- (a) Explanatory. (b) Precise.
(c) Attractive. (d) Both (b) and (c).

4 Golden period of radio is :

- (a) 1920s- 1950s. (b) 1880s- 1900s.
(c) 1900s - 1920s. (d) 1960s- 1980s.

5 A radio presenter is known as :

- (a) Anchor. (b) Reader.
(c) Jockey. (d) Interviewer.

6 The act of writing text for the purpose of advertising or other forms of marketing :

- (a) Copy editing. (b) Copy writing.
(c) Scripting. (d) Blogging.

7 A global computer network providing a variety of information and communication facilities :

- (a) Radio. (b) Internet.
(c) Television. (d) None of the above.

Turn over

- 8 A small book or magazine containing pictures and information about a product or service :
- (a) Blog. (b) E-book.
(c) Lead. (d) Brochure.
- 9 The quality of being legible and easily understandable :
- (a) Understandably. (b) Ambiguity.
(c) Readability. (d) None of the above.
- 10 A short description of a book, film, or other product written for promotional purposes :
- (a) Blurb. (b) Blog.
(c) Journal. (d) Advertisement.

(10 × 1 = 10 marks)

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

- 11 Define Timeliness.
- 12 What are the contents of a newspaper ?
- 13 What are Press Conferences ?
- 14 What is meant by a Screenplay ?
- 15 Define Skit.
- 16 What is an E-book ?
- 17 What is the World Wide Web ?
- 18 What is a Storyboard ?
- 19 Define Digital Editing.
- 20 What is a Leaflet ?
- 21 What are the five 'W's and 'H' of Writing ?
- 22 Explain Clarity in writing.

(10 × 2 = 20 marks)

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

- 23 What are the different types of Leads ?
- 24 Write a short note on Book Reviews.

- 25 Discuss Broadcast Writing.
- 26 Briefly discuss about Promotional Literature.
- 27 Elaborate on Web Writing.
- 28 What are the qualities of effective leads ?

(4 × 5 = 20 marks)

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

- 29 Discuss in detail about the Editors, the editing process and the functions of the editor.
- 30 Write an essay on Television as a mass medium.
- 31 What are the fundamentals of film scripting ?
- 32 Elaborate in detail about Advertising and how it takes place in the different forms of media.

(2 × 15 = 30 marks)