

Reg.**SIXTH SEMESTER B.A. DEGREE EXAMINATION, MARCH/APRIL 2015****(U.G. CCSS)****Core Course—English****EN6B4—WRITING FOR THE MEDIA****(Common for 2009 and 2012 Admissions)****Time : Three Hours****Maximum : 30 Weightage****I. Answer the following bunches of questions**

(A) 1 Who among the following were the first to realize the value of recording daily happenings and public events

- (a) Chinese. (b) Romans.
(c) English people. (d) None of these.

2 Which of the following reveals the opinions of a writer ?

- (a) Headlines. (b) Editorial.
(c) Op-ed piece. (d) None of these.

3 Book reviews are given for the benefit of the

- (a) Editor. (b) Publisher.
(c) Readers. (d) None of these.

4 Which of the following is not unavoidable in a book review ?

- (a) Title. (b) Cover page.
(c) Publication details. (d) None of these.

(B) Fill in the blanks :-

5 The first step in writing a film review is to _____

6 Editors deem that _____ is more newsworthy than peace.

7 A _____ is the person who corrects and checks articles in a newspaper before they are printed.

8 _____ defined advertising as salesmanship in print.

Turn over

(C) Answer in a word *or* phrase

- 9 What is the term for a journal published on the Internet ?
- 10 Name an e-newspaper.
11. What is the term for advertising products in a discreet manner ?
12. What is ARPA ?

(12 x 3 = 36 weightage)

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

- 13 What is a lead in a Radio news story ?
- 14 What are Surrogate Ads ?
- 15 What is 'Dead air' ?
- 16 What is a story board ?
- 17 Mention the three stages of film production.
- 18 What is the function of a blurb ?
- 19 What is a pamphlet ?
- 20 What is public service advertising ?
- 21 Define sponsorship.

(9 x 1 = 9 weightage)

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

- 22 Structure of a news story.
- 23 News reels.
- 24 Citizen journalism.
- 25 Meaning and function of ads.
- 26 History of advertising.
- 27 Social Networking.
- 28 Film script format.

(5 x 2 = 10 weightage)

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

- 29 Different types of programmes on Radio..
- 30 Write an essay on the different aspect of print media.
- 31 Write an essay on digital Media.

(2 x 4 = 8 weightage)