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?

- (b) Editorial. (a) Headlines.
- (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.



(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?

= 3 weightage) (12 x

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.

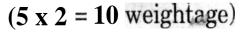
24 Citizen journalism.

25 Meaning and function of ads.

26 History of advertising.

27 Social Networking.

28 Film script format.



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.

