

C 80404

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Name.....

Reg. No.....

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)