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E – 1482

Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, April 2018
First Degree Programme Under CBCSS
English Language and Literature
Core Course – XIII
EN 1643 : ENGLISH FOR THE MEDIA
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

All Saints' College Trivandrum

I. Answer **all** questions **each** in **a word** or **sentence.**

1) What is a newspaper review ?
2) What are the phrases used for introductions in newspaper interviews ?
3) What is the structure of a newspaper feature ?
4) What are the ways to introduce guests in a radio programme ?
5) Explain the term phone-in programme.
6) Comment on the phrase 'news value'.
7) What is a website ?
8) Explain the term 'social media'.
9) What is a slogan ?
10) What are the important parts of a finished advertisement ? **(10×1=10 Marks)**

II. Answer **any eight each** in a short paragraph **not** exceeding **50** words.

11) Explain the importance of newspaper captions.
12) Discuss the phrase 'inverted pyramid style' with reference to newspaper articles.
13) Comment on the importance of diction, delivery and language in radio programmes.
14) What is significance of 'pitch' in film ?
15) Discuss the features of spoken dialogue in films.

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16) Comment on the importance of layout in magazines.

17) What are the rules of e-writing ?

18) Explain the important features of a blog.

19) Discuss the term 'new media'.

20) Explain the 'body' of an advertisement.

21) Comment on the variety of language devices used in slogans.

22) Discuss the significance of visual effect in advertisements. **(8×2=16 Marks)**

III. Answer **any six each** in a paragraph **not** exceeding **100** words.

23) What are the significant vulnerabilities faced by visual media ?

24) Comment on the use of desi and foreign words in newspaper.

25) Discuss the roles played by editor and output editor in a TV programme.

26) Briefly examine how cinematic genres effect the use of language.

27) Comment on the use of language in new media.

28) Identify the essential difference between a print advertisement and a ratio advertisement.

29) Briefly examine the vocabulary of pre-production.

30) Explain in detail the various stages of making a film.

31) Comment on how music adds to the visual aesthetics of advertisements.

(6×4=24 Marks)

IV. Answer **any two each** in about **three hundred** words.

32) Attempt an essay on the various aspects involved in writing an editorial for a newspaper.

33) What are the various aspects of a screenplay and how does it become a social commentary ?

34) Explain in detail the important processes involved in planning and writing a blog.

35) Discuss the evolution of advertisements with specific reference to the use of language.

(2×15=30 Marks)

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