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Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, April 2022

First Degree Programme under CBCSS

English Language and Literature

Core Course XIII

EN 1643 : ENGLISH FOR THE MEDIA

(2018 & 2019 Admission)

Time : 3 Hours Max. Marks : 80

I. Answer all the questions, each in a word or a sentence.

1. Mention the dual purposes of a newspaper.
2. What is a lead?
3. What is the purpose of writing a news story?
4. What is inverted pyramid style?
5. What is e-writing?
6. Give an example of a magazine intended for women.
7. Expand D.J.
8. What is ESP in advertising?
9. What are op-ed pieces?
10. What is podcasting?

(10 × 1 = 10 Marks)

P.T.O.

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

11. Briefly describe 'topic sentence' and 'supporting sentences' in a news story.

12. Which are the points to be noted while writing features?

13. What is a Negative question in an interview?

14. What is Debriefing?

15. What is the role played by a news reporter?

16. What is the language of advertising?

17. Write two characteristics of Internet.

18. Give two examples of vocabulary used in pre production.

19. What is foreshadowing?

20. What is a shooting script?

21. Mention two language devices used in writing film reviews.

22. Write the difference between the feature story and news story.

23. What is news script?

24. What are personal blogs?

25. Briefly explain typography.

26. What is Cohesion?

(8 × 2 = 16 Marks)

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

27. What are the factors to be noted before deciding a story as a valuable piece of news?

28. Create slogans for ads that sell: Fairness cream, Umbrella, BMW, Paints.

29. Different steps in writing film reviews.

30. Briefly describe the duties of an editor.

31. The form of Radio news.

32. Writing for social media.

33. Rules for writing news for the web.

34. Prepare a list of ten questions for an interview with Sachin Tendulkar

35. Profile writing.

36. Difference between pitch and logline.

37. Write a note on the format of writing a film script.

38. Post production.

(6 × 4 = 24 Marks)

IV. Answer any **two** each in about **300** hundred words.

39. What are the guidelines to be followed when you write radio programmes?

40. Evaluate the roles played by mass media in creating Health awareness during the time of covid 19 pandemic.

41. Write an essay on Television news.

42. Write a news paper article on youth and mass media.

43. What are the factors to be noted for writing effectively for the social media?

44. Write a script for a chase scene. The villains are pursuing the hero or heroine. The hero/heroine is unaware of why he/she is threatened show his/her panic, confusion, etc. Develop a story.

(2 × 15 = 30 Marks)
