

C 20339

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

English

ENB 6B 04—WRITING FOR THE MEDIA

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following bunches of questions :

1 News stories are collected by :

- (a) Reporters. (b) News readers.
(c) Editors. (d) Advertisers.

2 An editorial presents the policy of :

- (a) Public. (b) Government.
(c) The newspaper itself. (d) Readers.

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 By-Line of a news story consists of :

- (a) The name of the reporter. (b) The time of the news writing.
(c) The place of the event occurred. (d) Any of these.

6 The Press Release is also called :

- (a) News story. (b) Press Conference.
(c) Hand outs. (d) None of these.

Turn over

- 7 Akashavani Bhavan is located in :
- (a) Mumbai. (b) Calcutta.
(c) Chennai. (d) New Delhi.
- 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 What are the essential components of a News story ?
- 12 Define Lead.
- 13 Distinguish between Hard news and Soft news.
- 14 What are the Personality Features in Radio broad casting ?
- 15 What are Studio Interviews ?
- 16 Define Blogging.
- 17 Explain Digital Correspondence.
- 18 What is a Storyboard ?
- 19 Define Digital Editing.
- 20 What is a Leaflet ?
- 21 What are Classifieds ?
- 22 What is a Message ?

(10 × 2 = 20 marks)

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

- 23 Write a short note on Book Reviews.
- 24 Elaborate on the advantages of newspaper over electronic media.
- 25 Discuss Broadcast Writing.
- 26 Briefly discuss about Promotional Literature.
- 27 Write a note on Advertising as an art.
- 28 Discuss the major differences between print media and electronic media.

(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 Examine in detail about the advantages and disadvantages of Advertising.
- 32 Distinguish between the different writing styles of the Print, Electronic and Digital media.

(2 × 15 = 30 marks)