

FIRST SEMESTER M.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

English

EN 1E 05—WRITING FOR THE MEDIA

(2012 Admissions)

Time : Three Hours

Maximum : 36 Weightage

I. Answer *all* questions in word, phrase or a sentence :

- (a) Scoop.
- (b) House journal.
- (c) Expand ABC.
- (d) Newshawk.

(4 × ½ = 2 weightage)

- (e) Credit line.
- (f) Define News.
- (g) Streamer.
- (h) Opinion poll.

(4 × ½ = 2 weightage)

II. Answer any *six* of the following in two or three sentences :

- | | |
|---------------------|-------------------------------|
| (a) News desk. | (f) Visualisation. |
| (b) Mug shot. | (g) Gate keeper concept. |
| (c) Cutline. | (h) Press Registrar of India. |
| (d) Copy readers. | (i) Sports review. |
| (e) Types of leads. | (j) Community Radio. |

(6 × 2 = 12 weightage)

III. Write an essay on any *four*, choosing *one* from each section :

Section A

- (a) What are the qualities and responsibilities of a reporter ?
- (b) Challenges faced by print media in the wake of new forms of alternative media.
- (c) Objectives of newspaper make up.

Turn over

Section B

- (a) What are the different types of reporting ?
- (b) Explain different types of editorials.
- (c) Techniques of interview in reporting.

Section C

- (a) Operational functions of PR department.
- (b) Explain different types of Advertisements.
- (c) Explain the relevance of psychology in advertising.

Section D

- (a) Write a report on child labour identified in your locality.
- (b) Prepare an advertisement for a private school which has upgraded its facilities.
- (c) Write a feature on rehabilitation of drug users in the district.

(4 × 5 = 20 weightage)