

**FIRST SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION  
DECEMBER 2019**

(CUCSS)

English

**ENIE05—WRITING FOR THE MEDIA**

(2012 Admissions)

Time : Three Hours

Maximum : 86 Weightage

I. Answer *all* the following questions in a word, phrase or sentence. Each question carries  $\frac{1}{2}$  weightage :

- 1 PTL.
- 2 Masthead.
- 3 Slant.
- 4 Montage.

(4 ×  $\frac{1}{2}$  = 2 weightage)

- 5 Public Service Broadcasting.
- 6 Citizen Journalist.
- 7 Byline.
- 8 Broadcast Journalism.

(4 ×  $\frac{1}{2}$  = 2 weightage)

II. Answer any *six* of the following questions in a paragraph each. Each question carries 2 weightage :

- 9 Five 'W's of journalism.
- 10 Advertorial.
- 11 Social Responsibility Theory.
- 12 Scoop.
- 13 Social media and news reporting.
- 14 Lead.
- 15 Copy editing.
- 16 Running story.

17 Sources of news.

18 Journalese.

(6 × 2 = 12 weightage)

III. Write essays on any *four* of the following questions, choosing *one* from each section. Each question carries 5 weightage :

#### Section A

19 Explain the elements of news with suitable examples.

20 Explain the function of news agencies with suitable examples.

21 Explain the process of news broadcasting.

#### Section B

22 What are the characteristics of feature writing ? Give suitable examples.

23 What are the different types of documentaries ?

24 Holding media interviews - preparation, practice and presentation.

#### Section C

25 Why is 'media relations' important to public relations.

26 Explain visual advertising with suitable examples.

27 Role of advertisements in contemporary society.

#### Section D

28 You are General Manager of 'Wisdom Solutions', which requires a 3 bedroom flat as its guest house. Draft an advertisement in not more than 50 words to be published in The Times of India.

29 Write a script for a television feature on the topic—'Growing Problem of Smart phone addiction among students'.

30 Write a news story on the topic—'Kerala Floods 2018' for a leading English newspaper.

(4 × 5 = 20 weightage)