

FIRST SEMESTER M.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCSS—PG)

English Optional

EN 1E 05—WRITING FOR THE MEDIA

(2012 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

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

- | | |
|---------------------|-----------------------|
| 1 Inverted pyramid. | 2 Expand BBC. |
| 3 House journal. | 4 Column. |
| 5 Soap Opera. | 6 Nutgraf. |
| 7 Define News. | 8 Tabloid journalism. |

(4 × $\frac{1}{2}$ = 2 weightage)(4 × $\frac{1}{2}$ = 2 weightage)II. Answer any *six* of the following in two or three sentences. Each question carries 2 weightage :

- 1 Press Council of India.
- 2 Summary lead.
- 3 Cutline.
- 4 Content analysis.
- 5 Storyboard.
- 6 Code of Athens.
- 7 Hicky's Gazette.
- 8 Development reporting.
- 9 Sports review.
- 10 Media mix.

(6 × 2 = 12 weightage)

III. Write an essay on any *four*, choosing one from each section. Each question carries 5 weightage :**Section A**

- 1 What are the qualities and responsibilities of a reporter ?
- 2 What is Mass Communication ? Explain the characteristics and social context of mass communication ?
- 3 How will you go about in covering a press conference ? Mention the chief techniques.

Turn over

Section B

- 1 What is a feature ? Enumerate the types of features.
- 2 What are the foundations of good page make up ?
- 3 Explain different types of editorials.

Section C

- 1 Advantages and disadvantages of radio advertising.
- 2 What are the key functions of PR ?
- 3 How does communication play a crucial role in development ?

Section D

- 1 Write a report on women's issues being projected in the newspaper.
- 2 Prepare an advertisement for promoting a new mobile phone to be launched soon.
- 3 Write a feature on the indiscriminate use of pesticides in vegetables.

(4 × 5 = 20 weightage)