

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2021

First Degree Programme under CBCSS

English Language and Literature

Core Course - XIII

EN 1643 : ENGLISH FOR THE MEDIA

(2015 - 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer **all** questions, each in a word or sentence.
 1. The objective of advertising.
 2. The pillars that A.G. Krishnamurthy identify to be holding any brand.
 3. Interactivity, _____ and _____ are the bywords of the digital media.
 4. What are 'nut graphs' in a news story?
 5. How does the script writer indicate that a piece of NEWS for the radio does not fit on a single A4 size paper?
 6. Give the technical term that refers to the opinions from the man on the street on a topic of interest to the public.
 7. What do you call a one sentence statement about a film?

8. Define Podcasting.
9. What is a blog?
10. Journalese.

(10 × 1 = 10 Marks)

SECTION – B

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

11. What makes writing for advertisements challenging?
12. Puffery.
13. What is a brief in the context of preparing an advertisement?
14. 'Microcontent' of an online article.
15. How do web users read?
16. What are the key characteristics of an E-journal?
17. Inverted Pyramid.
18. Teaser leads.
19. Key Elements in Radio Jockeying.
20. Stages in filmmaking.
21. Docudrama.
22. The function of a Proust Questionnaire.

(8 × 2 = 16 Marks)

SECTION – C

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

23. The Layout of a Print Advertisement.
24. How can one participate meaningfully in the social media revolution?
25. What are the responsibilities of the Editor in the Digital Media?
26. How can one prepare a good online Profile?
27. Types of Biases in journalism.
28. Differentiate Op-ed and editorials.
29. Radio reviews.
30. Prepare a note on the various forms of interview employed in Radio.
31. Why is it said that the documentary is essentially an editor's creation?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss the various types of blogs, their form and functions.
33. Discuss important language devices and techniques used in advertising.
34. Critically compare the features and the conduct of interviews for the print, visual and auditory media.
35. Write a script for a scene from a TV drama based on the following theme :
'Two college boys launching a campaign to promote waste management'.

(2 × 15 = 30 Marks)