

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

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

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)

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.

23. Editing in visual Media.

24. Compare Blogging and Conventional journalism.

- 25. Functions of Letters to the Editor.
- 26. Types of questions asked during an interview for the press.

(8 × 2 = 16 Marks)

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

- 27. The Layout of a Print Advertisement.
- 28. How can one participate meaningfully in the social media revolution?
- 29. What are the responsibilities of the Editor in the Digital Media?
- 30. How can one prepare a good online Profile?
- 31. Types of Biases in journalism.
- 32. Differentiate Op-ed and editorials.
- 33. Radio reviews.
- 34. Prepare a note on the various forms of interview employed in Radio.
- 35. Why is it said that the documentary is essentially an editor's creation?
- 36. Influence of Vlogging on the youth.
- 37. Create slogans for advertisements that sell masks, sanitizers, and a new mobile application made for online learning.
- 38. Soaps in the Online context.

(6 × 4 = 24 Marks)

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

39. Discuss the various types of blogs, their form and functions.
40. Discuss important language devices and techniques used in advertising.
41. Critically compare the features and the conduct of interviews for the print, visual and auditory media.
42. Imagine that you are a Radio Jockey. Prepare ten questions for interviewing a social activist of your choice? Discuss how each question contributes to the exposition of the personality.
43. 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'.
44. Note the story line of a movie of your choice. Prepare a synopsis. Change the climax of the movie and explain why you prefer the new climax.

(2 × 15 = 30 Marks)
