FIRST SEMESTER M.A. DEGREE EXAMINATION
FEBRUARY 2013

(CUCSS)

English

EN 1E 05 – WRITING FOR THE MEDIA

(2012 Admissions)

Time : Three Hours

Maximum : 36 Weightage

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

1. Scoop.
2. What is ABC?
3. Beat.
4. What is an inverted pyramid?

(4 × ½ = 2 weightage)

5. Box.
6. Freelancer.
7. By-line.
8. Copy readers.

(4 × ½ = 2 weightage)

II. Answer any *six* of the following in a paragraph :

1. Investigative Reporting.
2. Free and responsible press.
3. Sub-editor.
4. Types of leads.
5. Profile.
6. Masthead.
7. Proof reading.
8. Sports Review.
9. Phototypesetting.
10. Documentaries.

(6 × 2 = 12 weightage)

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

Section A

1. "News coverage decisions should be based on questions of accuracy and context rather than on imagined consequences" – Comment.

2. Explain the relevance of Media ethics.

3. Distinguish between Hard and Soft news.

Section B

1. What are the key elements that make an interesting feature?

2. What are the essential characteristics of a good editorial?

3. List the Do's and Don'ts of conducting an interview.

Section C

1. Draw a logo emblem for the University Youth Festival and explain the details.

2. What do you mean by direct mailing? Enumerate.

3. Discuss the differences between Advertising and Public Relations.

Section D

1. Draft a newspaper report on the surge in road accidents in the state.

2. Write a feature on the problems of waste disposal in your residential area.

3. Prepare the text for the advertisement of a tourist resort.

(4 × 5 = 20 weightage)