

D 33494

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE EXAMINATION
FEBRUARY 2013**

(CUCSS)

English

Paper IV – Optional – Group B – EN IE 05 2 – WRITING FOR THE MEDIA

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

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

1. Actuality.
2. Jump.
3. Paparazzi.
4. Expansion of AP.

(4 × ½ = 2 weightage)

1. Spot News.
2. Profile.
3. Caption.
4. Bite.

(4 × ½ = 2 weightage)

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

1. Development Journalism.
2. House Style.
3. Sidebars.
4. Tabloid Journalism.
5. Digital Divide.
6. Ethics in Reporting.
7. News Features.
8. Inverted Pyramid.
9. Publicity Model in Public Relations.
10. Editorial.

(6 × 2 = 12 weightage)

Turn over

III. Write an essay on any *four* of the following questions, choosing at least one from each section :

Section A

1. Describe the process of news gathering and news writing.
2. Compare the language of news writing for print and television.
3. Investigative reporting and the watch-dog function of the media.

Section B

1. What are the different principles of editing news?
2. Substantiate Marshall McLuhan's comment that "the ads of our time are the richest and most faithful daily reflections that any society ever made of its entire range of activities."
3. What are the different stages of preparing the script for a documentary?

Section C

1. Prepare an advertisement copy to sell a new television, including a brief for the design department.
2. What are the different Public Relations models?
3. Prepare material for a Public Service Announcement to explain the government's policy on smoking.

Section D

1. Write a report on the increase in atrocities against women and the demands for new legislation to deal with it.
2. Prepare a feature showing the negative impact of drinking on family and social life.
3. You have been commissioned to interview Ms. Arundhati Roy, novelist and activist. Write the interview for publication.

(4 × 5 = 20 weightage)