

**D 93169**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE EXAMINATION, DECEMBER 2015**

(CUCSS)

English

**EN 1E 05—WRITING FOR THE MEDIA**

(2012 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

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

- (a) What is inverted pyramid ?
- (b) Expand BBC.
- (c) What does streamer mean ?
- (d) House Journal.

(4 × ½ = 2 weightage)

- (e) Tabloid journalism.
- (f) Column.
- (g) Soap opera.
- (h) Dateline.

(4 × ½ = 2 weightage)

II. Answer any *six* of the following in two or three sentences :—

- (a) Gate keeper concept.
- (b) Press Council.
- (c) Press Registrar of India.
- (d) Theories of Press.
- (e) Define NEWS.
- (f) Development reporting.
- (g) Promotion Boxes.
- (h) Free style headlines.
- (i) Media Mix.
- (j) Code of Athens.

(6 × 2 = 12 weightage)

**Turn over**

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

**Section A**

- (a) What is Mass Communication ? Explain the characteristics and social context of mass communication.
- (b) Qualities and responsibilities of a reporter.
- (c) Duties of chief sub-editor.

**Section B**

- (a) Present a narrative on Interview technique. Mention the merits and demerits of this technique.
- (b) Explain different types of editorials.
- (c) What is a feature ? Enumerate the types of features.

**Section C**

- (a) Advantages and disadvantages of radio advertising.
- (b) What are the key functions of PR ?
- (c) Discuss how media influence social change process in relation to advertisements.

**Section D**

- (a) Prepare a feature on how women are represented in advertisements in the present day.
- (b) Prepare an advertisement on a non-alcoholic soft drink targeting the youth.
- (c) Write a report on the continuous violation of traffic rules in your town / city.

(4 × 5 = 20 weightage)