



K22U 0272

Reg. No. :

Name :



VI Semester B.A. Degree (CBCSS-OBE – Regular) Examination, April 2022
(2019 Admission)

CORE COURSE IN ENGLISH
Discipline Specific Elective
6B16(3) ENG : Writing for the Media

Time : 3 Hours

Max. Marks : 40

- I. Write an essay in **250** words on **any one** of the following. (1×8=8)
- 1) Discuss the functions and the effects of modern mass media.
 - 2) Describe briefly the characteristics of the digital media.
- II. Answer **any six** of the following in about **100** words. (6×4=24)
- 3) The effects of mass communication.
 - 4) Film as Mass media.
 - 5) Magazines.
 - 6) News agencies.
 - 7) Broadcast writing.
 - 8) Scripting for television news.
 - 9) Social Media.
 - 10) News story structure.
- III. Answer **any eight** of the following in **not** more than **two** sentences. (8×1=8)
- 11) Nonverbal communication.
 - 12) What is meant by cyber culture ?
 - 13) What is meant by a summary lead ?
 - 14) Mention any two digital media platforms.
 - 15) What is a Television Feature ?
 - 16) What is an e-zine ?
 - 17) What is meant by technical writing ?
 - 18) What is a blog ?
 - 19) What is the hour glass form of news writing ?
 - 20) What are the five Ws of a news story ?