



K25U 0213

Reg. No. :

Name :

**Sixth Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2025
(2019 to 2022 Admissions)**

**DISCIPLINE SPECIFIC ELECTIVE IN ENGLISH
6B16(3)ENG : Writing for Media**

Time : 3 Hours

Max. Marks : 40

- I. Write an essay in **250** words on **one** of the following : (1×8=8)
- 1) Discuss the advantages and disadvantages of radio as a broadcast medium.
 - 2) The impact of social media on society.
- II. Answer **any six** of the following in about **100** words : (6×4=24)
- 3) Write a note on cyber culture.
 - 4) Features of a television news script.
 - 5) Technical writing.
 - 6) The merits and demerits of online classes.
 - 7) News agencies.
 - 8) Write a note on the importance of stylebook.
 - 9) What are the differences between a feature story and a news article ?
 - 10) News gathering via digital media tools.
- III. Answer **any eight** of the following in **not** more than **two** sentences : (8×1=8)
- 11) Pamphlets.
 - 12) All India Radio.
 - 13) Name any two Indian news agencies.
 - 14) Inverted pyramid.
 - 15) What is the primary goal of a headline ?
 - 16) Interpersonal communication.
 - 17) OTT platforms.
 - 18) What is the importance of objectivity in writing for the media ?
 - 19) What are the key elements of the communication process ?
 - 20) Blogging.
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