



**K16U 0355**

Reg. No. : .....

Name : .....

**VI Semester B.A. Degree (CCSS – Reg./Supple./Improv.)**

**Examination, May 2016**

**CORE COURSE IN ENGLISH**

**6B16 ENG (03) : Writing for Media (Elective)**

Time : 3 Hours

Max. Weightage : 20

- I. Answer **any one** of the following in about **200** words. **4**
- 1) What are leads ? Explain with examples the different kinds of leads used in print media.
  - 2) Discuss the major points to be remembered while doing a screenplay for a film.
- II. Answer **any one** of the following in about **200** words. **4**
- 3) The Language techniques used in advertisements.
  - 4) Explain the popular kinds of Digital Media.
- III. Answer **any two** questions in about **80** words **each**. **(2×2 = 4)**
- 5) Proof Reading
  - 6) What are the characteristics of a good radio script ?
  - 7) Blogs and its types
  - 8) What are Documentaries ?
- IV. Answer **any four** questions in **two** or **three** sentences **each**. **(4×1 = 4)**
- 9) A B. Movie
  - 10) Define Podcasting
  - 11) What is a Proust questionnaire in an interview ?
  - 12) Define the term 'Pitch' in film making.



- 13) Role of Puffery
- 14) What is the use of an Establishing Shot ?
- 15) Vox Pop
- 16) Subbing

V. Answer **all** the **four** bunches of **four** questions **each**.

(4×1 = 4)

- 17) A) Unsolicited e-mail advertising is considered as
- a) News Group
  - b) Junk Ads
  - c) Spam
  - d) None
- B) A news should follow the \_\_\_\_\_ style.
- a) Inverted Pyramid
  - b) Pyramid
  - c) Linear
  - d) Circular
- C) 'Blurb' was coined by
- a) Carl Bialek
  - b) Gelett Burgers
  - c) B.W. Hubsch
  - d) Robert Langewiesche
- D) The prestigious awards given by the American Motion Picture Association.
- a) Oscars
  - b) Grammy
  - c) Nobel
  - d) Pulitzer
- 18) A) \_\_\_\_\_ are usually used as comments to clarify the headline.
- a) Blogs
  - b) Leads
  - c) Taglines
  - d) Blurbs
- B) A mid-thigh upward shot is called \_\_\_\_\_
- a) Hook
  - b) Cowboy
  - c) Click through
  - d) Close-up
- C) The illicit business practice of endorsing a product on radio for personal gain is referred as \_\_\_\_\_
- a) Plugola
  - b) Payola
  - c) Aircheck
  - d) White box
- D) Billboards, Posters, Advts are examples for \_\_\_\_\_ Media.
- a) Involuntary
  - b) Voluntary
  - c) Controlled
  - d) Embedded



- 19) A) 'I never said that Mr. X is a liar,. 'Never' ? – This question is an example for
- a) Echo Question
  - b) Negative Question
  - c) Closed Question
  - d) Linked Question
- B) \_\_\_\_\_ islands for the product name or slogan in an advertisement.
- a) Tagline
  - b) Logline
  - c) Headline
  - d) Strapline
- C) A narrative voice in the documentary that articulates an explicit argument.
- a) Commentary
  - b) Observation
  - c) Participation
  - d) Performance
- D) The commercials that run between two programmes are termed as
- a) Adjacencies
  - b) Widget
  - c) Thumbnail
  - d) Hook
- 20) A) \_\_\_\_\_ explains the newsvalue of a story.
- a) Lead Graph
  - b) Nut Graph
  - c) Cover story
  - d) By-line
- B) A block of text automatically appended at the bottom of an e-mail message or usenet article is called
- a) Sig block
  - b) Lead block
  - c) News block
  - d) View block
- C) A media file format, used to display interactive animations on web page.
- a) Cardreader
  - b) Mozilla
  - c) Browser
  - d) Flash
- D) The common kind of shot used by Westerners
- a) Cow boy
  - b) Director's
  - c) Embedded
  - d) Stereotype
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