

Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2023**

**First Degree Programme under CBCSS**

**English Language and Literature**

**Core Course – XIII**

**EN 1643 : ENGLISH FOR THE MEDIA**

**(2013-2019 Admission)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or sentence.
1. What feature style is being widely used in reporting today?
2. What is the purpose of a news paper?
3. What is the name of the paragraph which contains non-essential information
4. What are the 'five W s and H' of journalism?
5. What is transmission period?
6. What is a draft script?
7. Mention three different stages of film making.
8. Name the important part of a Pitch.
9. What all does a screenplay include?
10. What is the primary step in the creation of a piece for TV?

**(10 × 1 = 10 Marks)**

P.T.O.

II. Answer any **eight**, each in a short paragraph not exceeding **50** words

11. Audience.
12. What is the purpose of a soft lead?
13. Mention the duties of an editor?
14. Briefly describe the structure of feature writing.
15. What are the techniques of editing?
16. Write the importance of phrasal verbs in Radio jockeying? Give two examples.
17. Search engine optimization
18. What makes a good blog?
19. Use of music in advertisement.
20. What is Television Script?
21. Style of a TV. News report.
22. What is a Wrap-up?

(8 × 2 = 16 Marks)

III. Answer any **six** each in a paragraph not exceeding **100** words.

23. Write a note on headline writing.
24. Types of Leads.
25. Write a note on Radio reviews.
26. Briefly describe the preproduction stage.
27. Screen play.

28. Characteristics of E-magazine.
29. Layout and structure of blogs.
30. Responsibilities of the editor.
31. Write a short review of any film you have watched recently.

(6 × 4 = 24 Marks)

IV. Answer any **two** each in about **300** words.

32. Write a story and screenplay based on any one of the following:

- (a) Fulfilling dreams
- (b) Lost Key
- (c) A Secret

33. Describe the strength and characteristics of radio as a mass medium.

34. What are the guidelines to be followed when you write for the web?

35. Write an essay on editorial writing.

(2 × 15 = 30 Marks)