



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester Career Related B.A. Degree Examination, June 2016

First Degree Programme under CBCSS

Complementary Course: English – II

AUEN431: English for the Media

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions each in a word or in a sentence.

1. What is a quotation lead ?
2. What does the term Transmission Period mean ?
3. What is a Slot ?
4. Explain the term Pan.
5. What are e – newspapers ?
6. What does the term ‘Soaps’ stand for ?
7. Define Advertising.
8. What is Cinema Verite ?
9. What is meant by Media Convergence ?
10. Explain the term Slant.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. What is a Lead Story ?
12. What is a Shooting Script ?
13. Explain Commissioning Brief.
14. Explain the Hour Glass Style of writing.
15. What is a Documentary ? Give an example.
16. What is the role of a topic sentence in Radio news ? Give an example.

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- 17. Differentiate between Headlines and Blurbs.
- 18. What is an e – magazine ? Give 2 examples.
- 19. What is an Op – Ed ?
- 20. What are the different kinds of Radio interviews ?
- 21. What are the features of Posters ?
- 22. Create a logline for a popular film of your choice. Note down the title of the film.

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, each in a paragraph not exceeding 100 words.

- 23. What are the factors that determine the newsworthiness of a story ?
- 24. Use of language devices in advertisements.
- 25. Enumerate on the role of an online editor.
- 26. What is a screenplay ? Mention at least 6 terms that would be used while writing a screenplay.
- 27. Guidelines to be kept in mind while writing headlines for the print media.
- 28. Elaborate on the use of Language and tenses in Radio programming.
- 29. Inverted Pyramid Structure.
- 30. What are blogs ? What are the different kinds of blogs ?
- 31. Elucidate on the art of writing TV news copy and the language of television news.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, each in about 300 words.

- 32. Write a script for a single session of a 30 minutes long music – based phone – in programme broadcast on Radio in the evening. From the script, the theme, style, intended audience etc. of the show must be evident.
- 33. Briefly discuss the various parts of a news story. Describe in detail the different types of Leads. What are the points to be remembered while writing Leads ?
- 34. Writing for the web entails a different set of challenges when compared to the print media. Comment on the statement and explain the guidelines to be followed while writing for the web.
- 35. Television provides a variety of programmes. Give an overview of the same and comment on the use of language in these programmes.

(2 × 15 = 30 Marks)

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