



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, April 2018

First Degree Programme under CBCSS

Core Course: English – XIII

AUEN643: English for the Media

(Common for **Regular** – 2015 and **Reappearance** – 2014 Admn.)

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

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

1. Define Media Convergence.
2. What are the five Ws and H?
3. Define a Blog.
4. What is an Editorial?
5. What is a storyboard?
6. What is called *dead wood* in news writing?
7. What is a Blurb?
8. What is the Inverted Pyramid style?
9. What are Collocations?
10. Write a headline for the following news story:

The ongoing strike of the Tamil film industry, spearheaded by the Tamil Film Producers' Council (TFPC) is posing challenges to the producers of *Kaala*, starring Superstar Rajinikanth, to secure the clearance certificate from the censor board for its theatrical release. The producers' council has to provide a No Objection Certificate (NOC) to the makers of *Kaala* to enable them to go ahead with the censor board formalities.

(10 × 1 = 10 Marks)

**SECTION – B**

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

11. State any two features of news stories.
12. Give two contexts in which passive structures are used in news stories.
13. What is called minimalism in the language of advertisement?

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14. Prepare two taglines each for advertisements that sell a) digital camera b) tooth paste
15. What are e-zines and write their characteristics?
16. What is called Search Engine Optimisation?
17. What are called Cohesion Techniques in news story writing?
18. What are alliterative phrases? Give two examples.
19. What are Radio Talks?
20. What are the components of a final shooting script?
21. Multimodalities of an advertisement.
22. Structure of a Film Review

(8 × 2 = 16 Marks)

### SECTION – C

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

23. The power of visual media.
24. Basics of writing an Editorial.
25. Art of asking questions in interviews.
26. Describe the steps involved in magazine layout.
27. Language of advertisements.
28. Importance of photographs in magazine features.
29. Role of the presenter in a radio programme.
30. Challenges in writing Web Copy
31. What are News Values?

(6 × 4 = 24 Marks)

### SECTION – D

*Answer any TWO questions, each in about 300 words.*

32. The social impact of digital media.
33. Write a review of a film you watched recently.
34. Write a critical analysis of a TV documentary you happened to watch.
35. Write a synopsis of the context of the lyrics given below:

*Out my door the leaves are falling a cold wild wind will come  
Sweethearts walk by together and I still miss someone  
I go out to a party to look for a little fun  
But I find a darkened corner cause I still miss someone  
Though I never got over those blue eyes I see them everywhere  
I miss those arms that held me when all the love was there  
I wonder if he's sorry for leaving what we had begun  
There's someone for me somewhere and I still miss someone  
Though I never got over...  
And I wonder if he's sorry.*

(2 × 15 = 30 Marks)