

(6 pages)

Reg. No. : .....

Code No. : 30101

Sub. Code : SEEN 6 B/  
AEEN 62

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

English – Major Elective

WRITING FOR MEDIA

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which kind of writers are otherwise known as born - writers?
  - (a) quality writers
  - (b) quick writers
  - (c) quack writers
  - (d) None of the above

2. \_\_\_\_\_ is the very essence of all writing.
  - (a) New words
  - (b) Interpretation
  - (c) Lie
  - (d) Truth
3. A freelance writer is a writer who works as \_\_\_\_\_.
  - (a) Need
  - (b) A Self-employed one
  - (c) Servant
  - (d) Regular basis
4. The art of interviewing is getting the right \_\_\_\_\_.
  - (a) job
  - (b) salary
  - (c) position
  - (d) person
5. A person who writes plays is usually called as a dramatist or \_\_\_\_\_.
  - (a) Novelist
  - (b) One act plays
  - (c) Short story writer
  - (d) Play Wright

6. Soft news is \_\_\_\_\_.
- (a) A news that is based on opinions, not facts  
(b) A news that is circulated on the internet, not on paper  
(c) A news that is entertaining or interesting  
(d) An advice columns
7. The duty of a copy editor is to check
- (a) error free                      (b) the availability  
(c) the progress                      (d) the readability
8. The format of advertisement writing is \_\_\_\_\_.
- (a) Short catchy phrases and words, simple and formal  
(b) Using jargon words in an informal way  
(c) Lengthy phrases and words in an informal way  
(d) Very casual style and normal words
9. A \_\_\_\_\_ is a prominent news story written like a piece of short fiction.
- (a) Reader story  
(b) Children story  
(c) Technical story  
(d) Feature story

10. Writing a novel often involves a fair amount of \_\_\_\_\_.
- (a) Research                      (b) Pens  
(c) Pages                              (d) Money

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Define narrative lead in news writing.

Or

- (b) List out the main purpose of the print media.

12. (a) Describe general interviewing strategies.

Or

- (b) What are the methods of editorial writing?

13. (a) Write a short note on script writing.

Or

- (b) Explain the importance of play writing.

14. (a) Discuss copywriting agencies.

Or

- (b) Classify the types of advertising.

15. (a) What are the demerits of coordination in effective writing?

Or

(b) Write a note on Best Seller.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Elaborate the role of a writer in media.

Or

(b) Write an essay on news and news writing.

17. (a) Bring out the benefits of working as a freelancer.

Or

(b) Suggest any ten important tips for the art of interviewing.

18. (a) List out the important skills which required to become a copy writer.

Or

(b) Write an essay on script writer and play wright.

Page 5 Code No. : 30101

19. (a) Asses the strategy of advertising.

Or

(b) Critically comment on the nature of the duty of a copy writer.

20. (a) Visualize the concept of writing a novel.

Or

(b) Examine the misuse of coordination in writing effectively.

---

Page 6 Code No. : 30101

