

Code No. : 10101 Sub. Code : SEEN 6 B/
AEEN 62

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

Sixth Semester

English

Major Elective – WRITING FOR MEDIA

(For those who joined in July 2017-2020)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. News is divided into _____ types.
(a) 3 (b) 2
(c) 5 (d) 4
2. "A Good Newspaper is a nation talking to itself" was said by _____.
(a) Arthur Miller (b) Tom Stoppard
(c) Gandhi (d) Karan Thapar

3. _____ is one who is driven by an innate urge to write and earn a comfortable income.
(a) A Freelance Writer (b) Interviewer
(c) Reporter (d) News Reader
4. _____ is designed to focus on the intellectual, artistic and emotional life of a celebrity, whom people crave to know more about.
(a) News Interview
(b) Business Interview
(c) Personality Interview
(d) Investigative Interview
5. _____ is considered to be the spinal cord of the play which unites different parts.
(a) Character (b) Conclusion
(c) Theme (d) Plot
6. _____ carries the story forward and reveals the characters, past of characters to the understanding of the play.
(a) Dialogue (b) Plot
(c) Setting (d) Mood

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7. _____ is the technique of trying to make bad news seem good.
(a) Rats in a maze (b) Phrase-snatchers
(c) Doublespeak (d) Manipulating
8. Advertisements for products like cigarettes, alcohol, etc., which are banned by law, are advertised through _____.
(a) covert advertising
(b) surrogate advertising
(c) indirect publicity
(d) sponsored programme
9. A Brief History of Time was written by _____.
(a) Stephen Hawking (b) Albert Einstein
(c) Nikola Tesla (d) Galileo Galilei
10. The pitfall most of the first novels is that they tend to be too _____.
(a) small (b) autobiographical
(c) thematic (d) vast

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the different type of leads and explain.

Or

(b) What is the importance of news?
12. (a) Briefly describe the characteristic of freelance writing.

Or

(b) Discuss the importance of interview in media.
13. (a) Write a short note on script writer.

Or

(b) Explain the importance of script writing.
14. (a) Elaborate on the creative copy writing.

Or

(b) Discuss writing for advertisement.

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15. (a) Give a brief account of the seven traits in effective writing.

Or

- (b) Write a short note on demerits in subordination in writing effectively.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Examine the techniques of writing for print media.

Or

- (b) Writing the news is a tough job — Explain.

17. (a) Write an essay on the art of interviewing.

Or

- (b) Write an essay on Editorial Writing.

18. (a) Evaluate script writing.

Or

- (b) Evaluate the tasks of a play writer.

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19. (a) Write an essay on the means and functions of advertisement in the present time.

Or

- (b) Trace the functions of proof reading in copy writing.

20. (a) Distinguish the difference between coordination and subordination in writing effectively.

Or

- (b) Bring out the difficulties of a best seller.

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