

C 40727

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2023

(CBCSS—UG)

English

ENG 6B 17—WRITING FOR THE MEDIA

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

I. Answer the following questions in two *or* three sentences. Each question carries 2 marks and the maximum ceiling is 20 :

- 1 What is technical writing ?
- 2 What are the things usually covered in technical descriptions ?
- 3 What is Dissertation ?
- 4 What is Community Radio ?
- 5 What is Broadcasting ?
- 6 What is meant by Cyber law ?
- 7 What is a Screenplay ?
- 8 What is set design ?
- 9 What is Pop-up ?
- 10 What is online advertising ?
- 11 What is meant by media ethics ?
- 12 What is a Blog ?

II. Answer the following questions in *a paragraph*. Each question carries 5 marks and the maximum ceiling is 30 :

- 13 What are the things to be taken care of while writing for radio talks ?
- 14 What are the features of technical writing ?
- 15 Explain the structure of user manual.

Turn over

- 16 Write a note on television programme formats.
- 17 What is a vlog ? How to make a good vlog ?
- 18 What are the advantages of Advertisement ?
- 19 What are the things to be kept in mind while writing for websites ?

III. Answer any *one* of the following questions in 200 words.

- 20 Explain the different types of technical writing.
- 21 Attempt an essay on the different radio programmes.

(1 × 10 = 10 marks)