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(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. (CBCSS-UG) DEGREE EXAMINATION, MARCH 2024

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 Define technical writing.
- 2 What is FM broadcasting ?
- 3 What is instruction in technical writing ?
- 4 Define thesis.
- 5 What is cyber law ?
- 6 What is a documentary ?
- 7 What is a lead in news story ?
- 8 Who is a copywriter ?
- 9 What is mass media ?
- 10 What is the difference between radio advertisement and TV advertisement ?
- 11 What is Community Radio ?
- 12 What is a tagline ?

(Ceiling 20)

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

- 13 What are the parts of a dissertation ?
- 14 What are the things to be taken care of while writing for radio news ?
- 15 What are the skills required for a technical writer ?
- 16 Discuss the format of a script for a TV commercial.
- 17 What is the relevance of media ethics ?

Turn over

- 18 What is a vlog ? How to make a good vlog ?
19 What are the things to be kept in mind while writing for websites ?

(Ceiling 30)

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

- 20 What are the reasons for television being the most popular media ?
21 Attempt an essay on various types of commercials.

(1 × 10 = 10 marks)