



K23U 0372

Reg. No. : .....

Name : .....

**VI Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, April 2023  
(2019 and 2020 Admissions)**

**DISCIPLINE SPECIFIC ELECTIVE IN ENGLISH  
6B16(3) ENG – Writing for Media**

Time : 3 Hours

Max. Marks : 40

- I. Write an essay in **250** words on **one** of the following : **(1×8=8)**
- 1) Explain the scope and features of electronic media.
  - 2) Describe effective communication.
- II. Answer **6** of the following in about **100** words : **(6×4=24)**
- 3) What are the tools for gathering news ?
  - 4) What is a lead paragraph ?
  - 5) Curtain raiser.
  - 6) Impact of advertisement on contemporary society.
  - 7) Editing process in Print Media.
  - 8) What are the essentials of a good report ?
  - 9) Writing for broadcast.
  - 10) Comment on the language of the radio.
- III. Answer **eight** of the following in **not more than two** sentences : **(8×1=8)**
- 11) Editorial.
  - 12) Running stories.
  - 13) Characteristics of effective communication.
  - 14) Case study.
  - 15) Interpersonal communication.
  - 16) Google classroom.
  - 17) Moodle.
  - 18) Subbing.
  - 19) Freelance writer.
  - 20) Scripting for interviews.
-