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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)

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(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)

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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

English

ENG 6B 17—WRITING FOR THE MEDIA

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is technical writing ?
2. What are the things usually covered in technical descriptions ?
3. What is dissertation ?
4. What is broadcasting ?
5. What is a documentary ?
6. What is a lead in news story ?
7. What is a screenplay ?
8. What is production book ?
9. What is set design ?
10. Who is a copywriter ?
11. What is jingle ?
12. What is Pop-up ?

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What are the skills required for a technical writer ?
14. Explain the structure of user manual.
15. What are the things to be kept in mind while writing for radio ?
16. Write a note on television programme formats.
17. Discuss the format of a script for a TV commercial.
18. What is a vlog ? How to make a good vlog ?
19. Why it is necessary to have cyber laws ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Write an essay on the different radio programmes.
21. Attempt an essay on various types of commercials.

(1 × 11 = 11 marks)