



36 pages

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2018
Career Related First Degree Programme under CBCSS
2(a) : JOURNALISM & MASS COMMUNICATION AND
VIDEO PRODUCTION
Complementary Course IV : EN 1431.3 English for the Media
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a word or sentence.

- 1) What is anecdotal lead ?
- 2) What is Proust Questionnaire ?
- 3) Explain debriefing.
- 4) What is a docudrama ?
- 5) Explain 'pitch' in visual media.
- 6) Who invented World Wide Web ?
- 7) What are blurbs ?
- 8) Expand SEO.
- 9) What are parity products ?
- 10) What is puffery ?

(1×10=10 Marks)

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

- 11) What are the duties of a sub-editor ?
- 12) Mention some of the key elements in radio jockeying.
- 13) What are the different forms of radio interviews ?
- 14) What are the features of radio plays ?



- 17) What is logline ?
- 18) What are the characteristics of E-magazines ?
- 19) What are the different kinds of blogs ?
- 20) What is podcasting ?
- 21) What is parataxis ?
- 22) Cataphora.

(8×2=16 Marks)

III. Answer any six, each in a paragraph, not exceeding 100 words.

- 23) Book reviews in newspapers
- 24) Interviews for print media
- 25) Radio talk shows
- 26) News bulletins in radio
- 27) Television serials/soaps
- 28) Documentaries in television
- 29) Blogs
- 30) Web copy
- 31) Posters.

(6×4=24 Marks)

IV. Answer any two, each in about three hundred words.

- 32) Television scripts.
- 33) Elaborate on the guidelines to be followed to write articles in print magazines.
- 34) Elaborate on the characteristics of e-newspaper, e-magazines and e-journals.
- 35) Discuss the various elements in advertising.

(15×2=30 Marks)
