

Reg. No. : .....

Name : .....

**Fourth Semester B.A. Degree Examination, July 2019**

**Career Related First Degree Programme under CBCSS**

**Career Related 2(a): Journalism and Mass Communication and Video  
production**

**COMPLEMENTARY COURSE IV:EN 1431.3 ENGLISH FOR THE MEDIA**

Time : 3 Hours

Maximum Marks : 80

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

1. What is a teaser lead?
2. What is hour glass style?
3. Explain 'Commissioning brief'.
4. What is Vox Pop?
5. What is M.O.S in a screenplay?
6. What is the greatest challenge in making documentary films?
7. Mention any two features of dialogues in films.
8. Mention some characteristics of the Internet,
9. What are filter blogs?
10. Define cohesion.

**(10 × 1 = 10 Marks)**

P.T.O.

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

11. What are Op-ed pieces?
12. What are Echo questions?
13. Mention some techniques of editing for the print media
14. What is the form of a radio news script?
15. What are the features of phone-in programmes in radio?
16. What are the responsibilities of an output editor?
17. What are the features of e-newspaper?
18. What are personal blogs?
19. How is 'web copy' different from 'web content'?
20. Explain web site ranking
21. Mention some of the features of the language of advertising.
22. Why is typography important in creating a good print advertisement?

**(8 × 2 = 16 Marks)**

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

23. Writing editorials for newspaper.
24. Film reviews in print media.
25. Radio reviews.
26. Music programmes in radio.
27. Themes in films.

28. Television news.
29. Various forms of digital media.
30. Profile writing in Web.
31. Slogans for advertisement.

**(6 × 4 = 24 Marks)**

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

32. Feature Writing.
33. Radio interviews.
34. Creating TV programmes.
35. The use of English in Advertising in the context of India.

**(2 × 15 = 30 Marks)**

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