

TB154705A

Reg. No: .....

Name: .....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017  
SEMESTER IV - COMPLEMENTARY COURSE (ENGLISH)  
EN4C01B – WRITING FOR MEDIA**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. What is Vertigo Effect?
2. What is Topic Sentence?
3. What is Debriefing?
4. What is Docudrama?
5. What is SPFX?
6. What is a blurb?

**(6x1=6)**

**PART B**

**II. Answer any seven questions. Each question carries 2 marks.**

7. What do you mean by Special Effects?
8. Vernacular Journalism.
9. What is an op-ed?
10. What are the duties of an Editor?
11. What are studio interviews?
12. What are Collocations?
13. Write a note on the Production Phase in Films.
14. Attempt a note on Screen Play.
15. What are blogs?
16. Attempt a note on the editing in Digital Media.

**(7x2=14)**

**PART C**

**III. Answer any five questions. Each question carries 6 marks.**

17. What are the characteristics and purposes of Mass Media?
18. Write a note on the impact of culture on mass media.
19. Explain the different types of Lead.
20. Write a note on the structure of a news story.
21. Write a note on the key elements in Radio Jockeying.
22. Write a note on Television scripts.
23. Film is a social commentary. Elucidate.
24. Attempt a note on digital media.

**(5x6=30)**

**PART D**

**IV. Answer any two questions. Each question carries 15 marks.**

25. Attempt an essay on the different types of Mass Media.
26. Write an editorial keeping in mind the students' strike in Kerala.
27. What are the different stages of film making?
28. Attempt an essay on documentaries.

**(2x15=30)**