B.A. DEGREE EXAMINATION, NOVEMBER 2019
ENGLISH AND COMMUNICATION SKILLS
THIRD SEMESTER

COURSE   : MAJOR CORE
PAPER   : WRITING FOR THE MEDIA
TIME   : 3 HOURS   **MAX. MARKS: 100**

SECTION A

I. Answer any four in about 150 words each   **(4x10=40 Marks)**

1. Distinguish between print and electronic media.
2. What are the characteristics of an effective feature article?
3. What is a 'Lead'? How significant is it for a news story?
4. Trace how blogs have become a powerful marketing medium recently.
5. "Tweets can influence perceptions of public opinion on an issue." Do you agree give reasons?
6. List down the differences between anchoring a pre-recorded TV show and a live TV show.

SECTION B

II. Answer any three of the following.   **(3x20=60 Marks)**

7. Write a report on any main news item in the newspaper for a radio news bulletin.
8. Write a TV script on any contemporary topic.
9. Prepare a script for an FM Radio Jockey with a social issue as the topic of the programme.
10. Write a news report on an important meeting or function that you have attended, using the 'Inverted Pyramid' structure.
11. Write a feature article based on the graphic info given below:

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