

B.A. DEGREE EXAMINATION, NOVEMBER 2022
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 of the following questions in about 200 words each. (4x10 = 40 marks)

1. Match the headlines 1,2,3... with synopses A, B, C... of the news stories. Add a byline to each of the stories.

1. 3,117 from minority communities of Afghanistan, Pak, Bangladesh granted citizenship since 2018: Govt.
2. Series A: Federico Bernardeschi finally scores as Juventus cruise past Cagliari
3. Architects are the latest white-collar workers to confront bosses
4. November domestic retail sales rise 9% over pre-pandemic levels
5. Centre tells States to impose restrictions to combat Omicron

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- A. While rules for the Citizenship Amendment Act (CAA) are yet to be framed, government data shows that a significant majority of those granted Indian citizenship since 2018 were minorities from Pakistan, Afghanistan and Bangladesh. According to data provided by the government in Parliament, 8,244 people from Hindu, Sikh, Jain and Christian faiths from the three neighbouring countries had applied for Indian citizenship during the period. Out of these, citizenship was granted to 3,117 people till December this year.
- B. The Union Health Ministry has written to States to impose restrictions such as night curfews and declare containment zones if districts either have a 10% positivity rate or occupancy in oxygen-supported or Intensive Care Units rises to 40%.
- C. In its retail business survey, RAI said growth witnessed last month was 16% over the same period last year. Stating that retail businesses across regions had indicated growth in sales compared with pre-pandemic levels, RAI said West India signaled an 11% increase, followed by East and South at 9% while North India indicated a growth of 6% compared with sales levels in November 2019.
- D. A half-dozen SHoP employees said they worked about 50 hours a week on average, and often 60 to 70 hours when a key deadline loomed, usually every month or two. They said this was common even among more junior architects and designers who make \$50,000 to \$80,000 a year — above what many in other fields make, but a strain for workers who typically accumulate tens of thousands of dollars in student debt.
- E. The Italy winger drilled a shot into the far corner in the 83rd minute to celebrate his first league goal since July 26 2020, a run of 513 days. It came after Moise Kean headed home the opener in the first half to set Juve on course for a victory that extends second-bottom Cagliari's winless league run to 11 matches.

2. What is the role of a headline in a news report? Explain briefly in 200 words. (8 marks)
Frame headlines for the following news reports. (2 marks)

A.

An explosion took place on Thursday at the district court complex in Punjab's Ludhiana, in which at least two people are feared dead and several others injured. An official confirmation is yet to come as it is a developing story. According to Yogesh Dewan, who was present in the court, a loud sound was heard at around 12.15 p.m. in the court complex, after which people were seen running around in panic. "I heard a loud noise. The intensity of the blast was such that almost all the window panes of the first floor, where I was present, were shattered. The blast reportedly took place on the second floor of the building. Hundreds of litigants and advocates were present in the court for routine work. I saw at least one person injured, who was being taken away by the police personnel," Mr. Dewan told The Hindu.

B.

A NASA spacecraft has officially "touched" the sun, plunging through the unexplored solar atmosphere known as the corona. Scientists announced the news Tuesday during a meeting of the American Geophysical Union. The Parker Solar Probe actually flew through the corona in April during the spacecraft's eighth close approach to the sun. Scientists said it took a few months to get the data back and then several more months to confirm.

3. What is News? What is a Feature? Are they similar or different? Explain with examples.
4. What is the power of social media in the world of news? Do you think it negatively influences authentic news? Justify your answers with examples.
5. How are Writing for the Audio/Visual Media and Print Writing different? Explain.
6. Can blogs replace newspapers? Justify your argument.

SECTION B

II. Answer any three of the following.

(3x20= 60 marks)

7. Write a news report based on the given reporter's notes in Inverted Pyramid style.

Hong Kong University removes Tiananmen massacre statue from campus site - 1989 - Tiananmen Square massacre - removed by workers - Thursday - objections of its creator from Denmark - The 8-meter (26-foot) - Pillar of Shame - 50 torn and twisted bodies piled on top of each other - made by Danish sculptor Jens Galschiøt - symbolize the lives lost during the bloody military crackdown on pro-democracy protesters in Beijing's Tiananmen Square on June 4, 1989. Galschiøt offered to take it back to Denmark - provided he was given legal immunity - that he won't be persecuted under Hong Kong's national security law - but has not succeeded so far. - "We don't know exactly what happened, but I fear they destroy it," -. "This is my sculpture, and it is my property."

8. Your college recently organized a Blood Donation Camp sponsored by two famous IT firms as part of their Corporate Social Responsibility initiative. Around 500 donors participated and the program was inaugurated by the Health Secretary for the State. Write a news report to be submitted to the press.
9. Write a radio script for an awareness program about precautionary COVID measures.
10. Write a TV anchor script for an interview with a young achiever in any field of sports. Include details of their childhood, studies, passion for the sport, awards, challenges and future plans.
11. Write a feature article on the growing popularity of OTT content in the recent times.
