

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019–2020 and thereafter)

B.A. DEGREE EXAMINATION, NOVEMBER 2023
ENGLISH AND COMMUNICATION SKILLS
THIRD SEMESTER

COURSE : MAJOR CORE
PAPER : WRITING FOR THE MEDIA
SUBJECT CODE : 19CE/MC/WM33
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. Discuss the ways to write a captivating feature article.
2. List and explain the four kinds of media.
3. Explain inverted pyramid news structure.
4. Give suitable headings and dropheads for the following news synopses:

News 1: A team of marine scientists has made a groundbreaking discovery in the Pacific Ocean's depths. They have identified and documented a previously unknown species of deep-sea creature, providing new insights into the biodiversity of the ocean's most remote regions. The discovery was made during an expedition that aimed to study the unique ecosystems thriving in extreme underwater conditions.

News 2: In a historic milestone for global environmental efforts, world leaders from over 190 countries have reached a comprehensive agreement to drastically reduce carbon emissions. The accord, reached after years of negotiations, sets ambitious targets for reducing greenhouse gas emissions and promoting renewable energy sources. It represents a significant step forward in the fight against climate change and is expected to have far-reaching implications for the future of our planet.

5. Sketch a news synopsis on the topic "Space Exploration Milestone".
6. Write a short note on the characteristics of a tweet. Draft an impactful tweet to create awareness on gender inclusivity.

SECTION B

II. Answer any three of the following in about 350 words each. (3x20= 60 marks)

7. Write a radio script for a programme that interviews an expert in fashion designing.
8. Draft an anchor script for a television programme of your choice.
9. Develop a blog post on the topic "Exploring World Cinema".
10. Write a report on an interesting event that took place in your college by employing the inverted pyramid structure.
11. Attempt a feature article on "Marginalised Voices in the Contemporary English Literature".
