

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B. A. DEGREE EXAMINATION, APRIL 2024
ENGLISH AND COMMUNICATION SKILLS
SECOND SEMESTER

COURSE : **MAJOR CORE**
PAPER : **WRITING FOR THE MEDIA**
SUBJECT CODE : **23CE/MC/WM23**
TIME : **3 HOURS** **MAX. MARKS: 100**

Q. No.	SECTION A (4 x 5 = 20) Answer any four of the following in about 75 words each.	CO	KL
1	<p>Give two suitable headlines and drop heads for the following news synopsis: In a historic endeavor, India's Chandrayaan-2 spacecraft has embarked on a momentous lunar landing attempt. The mission, aiming to explore the Moon's uncharted South Pole, carries profound scientific significance. Chandrayaan-2 seeks to unravel mysteries surrounding the Moon's geological composition and potential water resources, contributing to our understanding of planetary evolution. This ambitious venture underscores India's growing prowess in space exploration and its commitment to pushing the boundaries of scientific discovery. As the spacecraft approaches its destination, anticipation and excitement mount worldwide, marking a pivotal moment in India's space odyssey and humanity's quest for lunar exploration.</p>	2	K1
2	<p>Write a summary lead based on the following reporter's notes:</p> <ul style="list-style-type: none">● Event: Launch of SpaceX's Falcon 9 rocket carrying a satellite payload.● Date: February 10, 2024.● Location: Kennedy Space Center, Florida.● Objective: Deployment of communication satellite into geostationary orbit.● Notable Aspect: First launch after recent upgrades to Falcon 9 rocket.● Outcome: Successful liftoff and satellite deployment.	2	K1

3	<p>Match the following headlines (1, 2, 3, 4, 5...) with their corresponding synopses (A, B, C, D, E...) of the news stories.</p> <p>Headlines:</p> <ol style="list-style-type: none"> 1. "Tech Giant Unveils Revolutionary AI Algorithm" 2. "Government Announces Sweeping Economic Reform Plan" 3. "Renowned Author Receives Prestigious Literary Award" 4. "Historic Archaeological Discovery Unearthed in Ancient City" 5. "Medical Breakthrough Promises New Hope for Patients" <p>Synopses:</p> <p>A. Amidst much anticipation, a groundbreaking archaeological find is revealed in an ancient city, shedding new light on the civilization's history and cultural heritage.</p> <p>B. Celebrations ensue as a distinguished author is honored with a highly esteemed literary prize, recognizing their exceptional contributions to the world of literature.</p> <p>C. A major technology corporation introduces a cutting-edge artificial intelligence algorithm, poised to revolutionise various industries with its advanced capabilities and potential applications.</p> <p>D. Government officials unveil an ambitious economic reform agenda, aiming to stimulate growth, create jobs, and address key challenges in the nation's economy.</p> <p>E. Promising developments in medical science offer renewed optimism for patients battling challenging health conditions, with a breakthrough treatment offering potential relief and improved outcomes.</p>	3	K1
4	Write about the different stages of production.	5	K1
5	What are the primary characteristics of Print Media?	5	K1
Q. No.	<p align="center">SECTION B (2 x 10 = 20)</p> <p>Answer any two of the following in about 150 words each.</p>	CO	KL
6	State the differences between Writing for the Media and other kinds of writing.	1	K2
7	Differentiate writing for the Audio/Visual Media and Print Media.	2	K2
8	Describe the 'Inverted Pyramid Structure' in journalistic writing.	1	K2
Q. No.	<p align="center">SECTION C (1 x 20 = 20)</p> <p>Answer any one of the following in about 250 words.</p>	CO	KL
9.	Write a feature article with suitable headline, creative lead, nut graphs, quotations and scene interpretation based on reporter's notes.	4	K3

	<p>Background information: Victims: Mariselvan, 25-year-old male and Karthika, 22-year-old female, residents of at Murugesan Nagar in Thoothukudi Main Accused: Six unidentified assailants who came on three bikes. Crime: Honour Killing, Stabbed to death with billhooks, at Murugesan Nagar in Thoothukudi on 19 th March 2024.</p> <p>Transcript of the interview with the eyewitness (Latha,30)</p> <p>Interviewer: Thank you for joining us. Can you tell us about your relationship with Mariselvam and Karthiga? Witness: Mariselvam and Karthiga were my neighbors in Murugesan Nagar, Thoothukudi. They were a lovely couple, always very private but seemed deeply in love. I didn't know them well personally, but I often saw them together and they seemed happy. Interviewer: How did you learn about the tragic incident that took their lives? Witness: It was around 6 pm on Thursday when I heard loud noises coming from Mariselvam and Karthiga's house. I went outside to see what was happening, and that's when I saw a group of men on bikes leaving their house. It all happened so fast, and before I knew it, there was chaos and screams. Interviewer: Did you witness anything that could help identify the perpetrators? Witness: Yes, I saw six men leaving on three bikes. They wore helmets, and I couldn't see their faces clearly. Interviewer: Was there any history of threats or conflict involving Mariselvam and Karthiga? Witness: I didn't know much about their personal lives, but I heard rumors about their families being against their relationship. It's heartbreaking to think that their love story ended in such a tragic way. Interviewer: Thank you for sharing your insights with us during this difficult time.</p> <p>Comment by the police: The investigation into the tragic deaths of Mariselvam and Karthiga is ongoing. The initial findings suggest a possible motive related to family dispute. We are actively pursuing all leads to apprehend the perpetrators and bring them to justice. This appears to be a case of honour killing. We urge anyone with information regarding this crime to come forward and assist us in our investigation.</p>		
10	Apply the inverted pyramid structure and write a news report on the inter departmental cultural event 'Micdrop 2024' which happened at Stella Maris College on 29 January 2024. Use appropriate headlines, byline, lead, quotations and attributions.	3	K3

Q. No.	SECTION D Answer any one of the following in about 250 words.	(1 x 20 = 20)	CO	KL
11	Can blogs replace newspapers? Justify your arguments.		5	K4
12	How does social media empower and endanger the news landscape? Analyse its impact on the authenticity and accessibility of information, using suitable examples.		5	K4
Q. No.	SECTION E Answer any one of the following in about 250 words.	(1 x 20 = 20)	CO	KL
13 a)	Body positivity refers to the assertion that all people deserve to have a positive body image, regardless of how society and popular culture view ideal shape, size, and appearance. Develop a blog post on the topic.		5	K5, K6
b)	Create an impactful post on social media platform 'X' stating your views on the following news reports. Include relevant hashtags. a) In a tragic incident in Manathavady, Wayanad, an elephant met its untimely demise. Reports indicate the elephant consumed a fruit laden with firecrackers, leading to severe injuries and subsequent death. The incident has sparked outrage among wildlife advocates, highlighting the pressing need for better protection of India's endangered elephant population. Authorities have launched an investigation into the matter, aiming to identify those responsible for the heinous act. This unfortunate event serves as a stark reminder of the threats faced by wildlife and the urgent necessity for stricter enforcement of wildlife protection laws. b) You are a student representative at your college, tasked with promoting an upcoming blood donation camp organised by your institution. Draft a post on Instagram to raise awareness and encourage participation in the event. Your post should effectively convey the details of the blood donation camp and encourage your peers to contribute to this noble cause.		4	K5, K6
14 a)	Write a radio script for a programme that interviews a social media influencer.		4	K5, K6
b)	Compose a television script for an advertisement showcasing an electronic gadget.		4	K5, K6
