

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2025 – 2026)

B.A. DEGREE EXAMINATION, APRIL 2026
ENGLISH AND COMMUNICATION SKILLS
SECOND SEMESTER

COURSE : ELECTIVE
PAPER : WRITING FOR THE MEDIA
SUBJECT CODE : 25CE/ME/WM23
TIME : 3 HOURS

MAX. MARKS: 100

Q. No	SECTION A		
I.	Answer any four questions in about 75 words each. (4 x 5 = 20)	CO	KL
1.	State a few characteristics of new media.	1	1
2.	What is an anchor script?		
3.	Write a short note on media writing.		
4.	Define feature writing.		
5.	Write a short note on PTL.		
6.	Name a few television programme formats.		
II.	Answer any two questions in about 150 words each. (2 x 10 = 20)	CO	KL
7.	Describe how writing for the media differs from other forms of writing.	2	2
8.	Explain the structure of an anchor script for television.		
9.	Explain how blogs engage readers differently from news reports.		
10.	Discuss the ethical challenges faced by media writers today.		
III.	Answer any one question in about 250 words. (1 x 20 = 20)	CO	KL
11.	Write a news report using the inverted pyramid structure about any college event.	3	3
12.	Write a podcast introduction for a discussion on a movie you watched recently.		
IV.	Answer any one question in about 250 words. (1 x 20 = 20)	CO	KL
13.	Examine the strengths and limitations of print media compared to digital media.	4	4
14.	Analyse how visuals and narration work together in television features. Substantiate with examples.		
V.	Answer any one of the following questions in about 150 words. (1 x 10 = 10)	CO	KL
15.	Compose an Instagram post encouraging water conservation amongst school students. Highlight how your post is specifically designed for your target audience.	5	5
16.	Using the following reporter's notes, prepare a radio news script suitable for a live news bulletin. Event: Major Metro Rail delay in Chennai Time: Peak morning hours Cause: Technical failure in the signalling system Impact: Thousands stranded; office-goers late Official Statement: Repairs completed within 2 hours Public Reaction: Frustration expressed on social media		

VI.	Answer any one of the following questions in about 150 words. (1 x 10 = 10)	CO	KL
17.	Write a feature article based on the following details. Topic: Struggles of gig workers Place: Chennai Workers: Food delivery and ride-hailing app drivers Main Issues: Irregular income, long working hours, rising fuel costs Work Conditions: No fixed salary, no paid leave, performance ratings affect earnings Health Concerns: Fatigue due to continuous travel and traffic stress Public Dependence: Customers rely heavily on quick delivery services	5	6
18.	Write a blog post discussing citizen responsibility in maintaining public spaces.		
