

(6 pages)

Reg. No. : .....

Code No. : 20429

Sub. Code : JMEN 6 B/  
SEEN 6 B

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022.

Sixth Semester

English – Core

Major Elective: WRITING FOR MEDIA

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is one of the oldest and basic forms of mass communication.
- (a) Print Media
  - (b) Mass Media
  - (c) Social Media
  - (d) Transit Media

2. The ABC's of news writing are Accuracy, Brevity and \_\_\_\_\_

- (a) Clarity
- (b) Coherence
- (c) Certainty
- (d) Causality

3. \_\_\_\_\_ is a self-employed person who writes articles, ad copy , or other types of content for a living.

- (a) Freelance Writer
- (b) Script Writer
- (c) Copy Writer
- (d) News Writer

4. \_\_\_\_\_ is a standard part of journalism and media reporting.

- (a) Interview
- (b) GD
- (c) Public Speaking
- (d) Advertisement

5. \_\_\_\_\_ is a person who writes scripts for films or for radio or television programmes.

- (a) Script Writer
- (b) Freelance Writer
- (c) Copy Writer
- (d) News Writer





6. Successful \_\_\_\_\_ depends not only on dialogue, but on intelligent plotting, credible characterization, and the ability to develop a theme.
- (a) play writing (b) script writing  
(c) copy writing (d) dialogue writing
7. \_\_\_\_\_ is the act or occupation of writing text for the purpose of advertising or other forms of marketing.
- (a) Copy writing (b) Play writing  
(c) Script writing (d) Report writing
8. \_\_\_\_\_ is a powerful tool to promote products and services.
- (a) Advertisement (b) Copywriting  
(c) Announcement (d) Placard
9. Writing a \_\_\_\_\_ is a creative process
- (a) novel (b) prose  
(c) short story (d) drama
10. Effective \_\_\_\_\_ is clear, accurate and concise.
- (a) Writing (b) listening  
(c) reading (d) speaking

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**PART B — (5 × 5 = 25 marks)**

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on Soft News.  
Or  
(b) What is the structure of news writing?
12. (a) Define Freelance Writer? What are the benefits of being Freelance Writer?  
Or  
(b) Give a brief account on the four principles of interviewing.
13. (a) What are the eight elements of script writing?  
Or  
(b) Why play writing is important?
14. (a) What is the duty of a copywriter?  
Or  
(b) What Makes a Good Advertisement?
15. (a) How do you start writing a novel?  
Or  
(b) What are the five features of effective writing?

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explicate Hard News and Soft News.

Or

- (b) Explain the characteristics of news writing.

17. (a) Describe the Qualities of a Successful Freelance Writer.

Or

- (b) What are the key principles of effective interviewing? Explain.

18. (a) What are the qualities of a good script writer? Exuberate.

Or

- (b) Discuss the purpose of script writing.

19. (a) Explain the personality traits of a Copy Writer.

Or

- (b) Bring out the significance of Advertising.

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20. (a) How do you write a Novel? Explain.

Or

- (b) Exuberate the principles of Effective Writing.

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