

(6 pages)

Reg. No. :

Code No. : 8442

Sub. Code : HEHE 11/
HEAE 11

M.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2015.

First Semester

English/English with Computer Application

Elective – ENGLISH FOR MASS COMMUNICATION

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Journalism originated in ————
(a) India (b) China
(c) England (d) Germany
2. ———— means institutions for publishing and broadcasting information.
(a) media (b) median
(c) medial (d) medius

3. A major newspaper has ———— categories of reporters.

(a) two (b) three
(c) four (d) five

4. While writing a report for media ———— has to be used

(a) a subjective language
(b) an objective language
(c) colloquial style
(d) informal style

5. ———— is generally credited as being the father of Radio

(a) Marconi (b) Nikola Tesla
(c) Lee de Forest (d) Reginald

6. Which of the following is very important for TV interviews?

(a) Wearing bright red shirt
(b) Eye contact
(c) Darting glance
(d) Talking to the camera



7. Who is called the father of modern advertising?
- (a) Thomas Barratt
(b) Edward
(c) Bernay
(d) John Everett
8. ASCI has _____ members in its Board of Governors
- (a) 4 (b) 6
(c) 8 (d) 12
9. _____ is a short form of weblog.
- (a) log (b) blog
(c) e-log (d) w-log
10. SIM stands for
- (a) Software Integrated Module
(b) Subscriber Identification Module
(c) System Identifying Module
(d) Static Integrator Module

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 250 words.

11. (a) What is the role of communication in the media writing.
Or
(b) Discuss the objectives of communication.
12. (a) What are the major functions of news writing.
Or
(b) Write a note on the ethics of good reporting.
13. (a) What are the guidelines to be followed in TV serial writing
Or
(b) Give an account of TV interviews
14. (a) Discuss the role of modern advertisement.
Or
(b) Comment on the scope of advertisement in the present world.



15. (a) Discuss the important features of e-journal writing.

Or

- (b) Comment on the role of creating blogs.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 600 words.

16. (a) Bring out the various types of journalism.

Or

- (b) Discuss the part played by journalism in India.

17. (a) Write a review of a book that you have recently read.

Or

- (b) Write an editorial for a newspaper on "The Pollution of Merina Beach."

18. (a) "Script writer is a writer who practices the craft of screen writing" - Discuss

Or

- (b) Discuss the important steps to be taken to make TV short film.

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19. (a) "An advertisement is a form of marketing communication" — Illustrate.

Or

- (b) Bring out the significance of copy writing in Advertisement.

20. (a) Analyse the merits and demerits of e-journal writings.

Or

- (b) Discuss the qualification of a good online writer.

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