

UNDERGRADUATE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I (OPEN COURSE)
COURSE : 19U5OCBCJ01 : WRITING FOR MEDIA
(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. What kind of writing is used in magazine cover stories?
2. Define interpersonal communication.
3. Give two examples of outdoor advertising.
4. What is the meaning of a 3-deck headline?
5. Explain the meaning of the Latin phrase 'vox pop'.
6. Name four national newspapers in English.

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Define 'Direct Action advertising'.
8. Explore the roles of sender and receiver, in communication.
9. Justify newspaper as a mass medium.
10. What is a stand-up in TV news?
11. Elaborate upon 'Documentary' as a medium of communication.
12. Briefly explain 'Letter-to-the-editor'.
13. Distinguish between Quotation Lead and Question Lead.
14. What is a literary magazine? Give examples.
15. Discuss 'MLA Style of writing'.
16. What is a 'logo'? Give examples.

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Explain the functions of mass communication with examples.
18. Differentiate between the writing styles of print and television.
19. Explain Synopsis, Treatment and Script of a film.
20. What are interviews? Explain the purpose of interviews in mass media.
21. What is a storyboard? Explain its uses.
22. Explain the Inverted Pyramid style of news writing.
23. Give the concept of 5Ws and 1 H.
24. Elaborate on the key skills required for radio.

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. Write an essay on the differences in scripting for different programmes on radio and TV.

26. Write a book review of a book that you read recently.
27. Prepare an advertisement for any imaginary product of your choice, including the following elements - product name, headline, copy, tagline and logo/trademark (optional but preferred) and with a suggestion for any illustration to be used.
28. Critique on the importance and roles of mass media in society.

(15 x 2 = 30)