

UNDERGRADUATE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I (OPEN COURSE)

COURSE : 19U5OCBCJ01 : WRITING FOR MEDIA

(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is a banner headline?
2. What is a current affairs programme?
3. Define nonverbal communication?
4. Why is television considered a medium of one-way communication?
5. What kind of writing is used in magazine cover stories?
6. What is meaning of copy in advertising?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Give any two characteristics of mass media.
8. Write about the objectives of advertising.
9. What is a news bulletin?
10. Define Hard News with an example.
11. How are radio and television useful for people who cannot read and write?
12. Elaborate on the contents of a film review.
13. Write a note on the Angle of a news story with examples.
14. Define advertising.
15. What is an interview? Give an example of an interview on TV.
16. What is meant by a heterogeneous audience?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the elements of a news bulletin.
18. Explain Synopsis, Treatment and Script of a film.
19. Explain the functions of mass communication with examples.
20. Which writing style is used in news media? Why?
21. How are magazines classified on the basis of their content. Explain with examples.
22. Explain the different types of headlines.
23. Explain the dysfunctions of advertising with suitable examples.
24. Compare the writing styles of print and electronic media.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss the interplay between media, culture and identity formation in contemporary societies.
26. 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.
27. Write a 250-word feature story on natural calamities that have occurred recently.
28. How does genre influence scriptwriting choices and audience expectations? Give an example.

(15 x 2 = 30)