

(6 Pages)

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SEEN 6 B

B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2020.

Sixth Semester

English — Main

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 the questions.

Choose the correct answer :

1. The three guiding principles of media writing is  
\_\_\_\_\_
- (a) Dictionary, thesaurus, vocabulary guide
- (b) Expert, money, power
- (c) Jargon, Clichés, obscure terms
- (d) Accuracy, brevity, clarity

2. Writing for print media has a wider variety of
- (a) Sentence structure and word choice
  - (b) Fame and name
  - (c) Money and circulation
  - (d) Flexibility and technicality
3. A freelance writer is a writer who works as
- (a) Need
  - (b) A Self-employed basis
  - (c) Servant
  - (d) Regular basis
4. The art of interviewing is getting the right
- (a) job                                      (b) salary
  - (c) position                                (d) person
5. A person who writes plays is usually called as a dramatist or
- (a) Novelist
  - (b) One act plays
  - (c) Short story writer
  - (d) Play Wright

6. Soft news is \_\_\_\_\_
- (a) A news that is based on opinions, not facts
  - (b) A news that is circulated on the internet, not on paper
  - (c) A news that is entertaining or interesting
  - (d) A advice columns
7. The duty of a copy editor is to check \_\_\_\_\_
- (a) error free                      (b) the availability
  - (c) the progress                  (d) the readability
8. The format of advertisement writing is \_\_\_\_\_
- (a) Short catchy phrases and words, simple and formal
  - (b) Using jargon words in an informal way
  - (c) Lengthy phrases and words in an informal way
  - (d) Very casual style and normal words
9. A \_\_\_\_\_ is a prominent news story written like a piece of short fiction
- (a) Reader story                  (b) Children story
  - (c) Technical story              (d) Feature story

10. Writing a novel often involves a fair amount of \_\_\_\_\_

- (a) Research                      (b) Pens
- (c) Pages                         (d) Money

PART B — ( $5 \times 5 = 25$  marks)

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

Each answer should not exceed 250 words.

11. (a) Estimate the role of a writer.

Or

(b) Write the main purpose of print media.

12. (a) What is the benefits of working as a freelance writer?

Or

(b) List out do's and don'ts of an interview.

13. (a) What is the role of script writer?

Or

(b) Mention the stages of script writing.

14. (a) Explain the creative copy writing.

Or

- (b) Prioritize and list out any five skills required to become a copy writer.

15. (a) What are the seven traits of effective writing?

Or

- (b) Write a note on best seller.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the techniques of writing for print media.

Or

- (b) Is writing for news a tough job-substantiate your answer.

17. (a) Suggest top ten tips to master the art of interviewing.

Or

- (b) Write an essay on Editorial writing.

18. (a) Evaluate the script writing and play writer.

Or

(b) Write an essay on script writer and play writer.

19. (a) Assess the strategy of advertising.

Or

(b) Critically comment on the nature of the duty of a copy writer.

20. (a) Enumerate the process of writing novels.

Or

(b) Bring out the difficulties to write for a best seller.

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