

(Pages : 3)

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Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2024**

**First Degree Programme under CBCSS**

**Double Main Programme**

**English and Malayalam Literature/English and Media Studies**

**Core Course 12**

**EML 1631/ENM 1631 : ENGLISH FOR THE MEDIA**

**(2020 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or a sentence.
1. Debriefing.
  2. What is a lead?
  3. Spot Interviews.
  4. Soaps.
  5. Docudrama
  6. Podcasting
  7. Media Convergence
  8. Thumbnail.
  9. Jukebox
  10. Name any two National Newspapers in English.

**(10 × 1 = 10 Marks)**

P.T.O.



- II. Answer any **eight**, each in a short paragraph not exceeding **50** words.
11. Briefly discuss the duties of an editor.
  12. Write headlines for the following:
    - (a) A man caught on camera committing suicide by jumping in front of a moving train at Delhi's INA Metro Station on Saturday evening.
    - (b) India's national transporter Indian Railway, which is also the largest employer has recently completed the employment process for 1.5 lakh has posts in various capacities.
  13. What is proofreading?
  14. What is a phone-in programme?
  15. Create a radio advertisement for any one of the following.
    - (i) Makeup kit
    - (ii) Shoes
    - (iii) Umbrella.
  16. Write names of any two reality shows on television.
  17. What is profile writing?
  18. Develop a podcast based on your favourite actor/actress.
  19. Write a slogan for a magazine.
  20. Mention any two things to be avoided in dialogue writing.
  21. Feature story and News story.
  22. Radio commissioning brief.

**(8 × 2 = 16 Marks)**



III. Answer any **six**, each in a paragraph not exceeding **100** words.

23. Write a short note on news value.

24. Discuss the different stages in film making.

25. Prepare two catchy slogans each for the following products.

(i) Butter

(ii) Soft drinks.

26. Create a script for a T.V. drama along the following lines:

Two friends - left hometown in search of a job - land in a city - caught In group of gangsters.

27. Tips for successful blogging.

28. Write a T.V. script for a national bulletin - Duration 5 mins. The script must contain one International, national, regional, political and sports news each.

29. Prepare a script for a Radio interview with Sachin Tendulkar.

30. Discuss the social issues discussed in any four recently released movies of your choice.

31. Write a note on the Language Techniques in Advertisements.

**(6 × 4 = 24 Marks)**

IV. Answer any **two** of the following, each in about **300** words.

32. Prepare an article published in a magazine on any contemporary issue of your choice.

33. Write a review of a film that you recently watched.

34. Writing for Web and its challenges.

35. Discuss how blogs have become popular among youth.

**(2 × 15 = 30 Marks)**

