



Reg. No. : .....

Name : .....

**Sixth Semester B.A. Degree Examination, April 2018**  
**First Degree Programme Under CBCSS**  
**English Language and Literature**  
**Core Course – XIII**  
**EN 1643 : ENGLISH FOR THE MEDIA**  
**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions **each** in a **word** or **sentence**.

- 1) What is a newspaper review ?
- 2) What are the phrases used for introductions in newspaper interviews ?
- 3) What is the structure of a newspaper feature ?
- 4) What are the ways to introduce guests in a radio programme ?
- 5) Explain the term phone-in programme.
- 6) Comment on the phrase 'news value'.
- 7) What is a website ?
- 8) Explain the term 'social media'.
- 9) What is a slogan ?
- 10) What are the important parts of a finished advertisement ? **(10×1=10 Marks)**

II. Answer **any eight each** in a short paragraph **not** exceeding **50** words.

- 11) Explain the importance of newspaper captions.
- 12) Discuss the phrase 'inverted pyramid style' with reference to newspaper articles.
- 13) Comment on the importance of diction, delivery and language in radio programmes.
- 14) What is significance of 'pitch' in film ?
- 15) Discuss the features of spoken dialogue in films.



- 16) Comment on the importance of layout in magazines.
- 17) What are the rules of e-writing ?
- 18) Explain the important features of a blog.
- 19) Discuss the term 'new media'.
- 20) Explain the 'body' of an advertisement.
- 21) Comment on the variety of language devices used in slogans.
- 22) Discuss the significance of visual effect in advertisements. (8×2=16 Marks)

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

- 23) What are the significant vulnerabilities faced by visual media ?
- 24) Comment on the use of desi and foreign words in newspaper.
- 25) Discuss the roles played by editor and output editor in a TV programme.
- 26) Briefly examine how cinematic genres effect the use of language.
- 27) Comment on the use of language in new media.
- 28) Identify the essential difference between a print advertisement and a radio advertisement.
- 29) Briefly examine the vocabulary of pre-production.
- 30) Explain in detail the various stages of making a film.
- 31) Comment on how music adds to the visual aesthetics of advertisements. (6×4=24 Marks)

IV. Answer **any two each** in about **three hundred** words.

- 32) Attempt an essay on the various aspects involved in writing an editorial for a newspaper.
  - 33) What are the various aspects of a screenplay and how does it become a social commentary ?
  - 34) Explain in detail the important processes involved in planning and writing a blog.
  - 35) Discuss the evolution of advertisements with specific reference to the use of language. (2×15=30 Marks)
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