

Reg. No. :

Name :

Fourth Semester B.A. (Honours) Degree Examination, May 2021

English Language and Literature

BAHE 143 : WRITING FOR THE MEDIA

(2013 Scheme)

Time : 3 Hours

Max. Marks : 80

Write short notes in about $1\frac{1}{2}$ pages each, on any seven of the following, choosing at least 2 from each section

SECTION A

1. Media convergence.
2. Steps in writing an editorial.
3. Elements of a print advertisement.
4. Article writing.

SECTION B

5. Different types of advertisements.
6. Qualities needed for Radio presenters.
7. Essential skills needed in writing a blog.
8. Benefits of online writing.

SECTION C

9. Different aspects in writing a screenplay
10. Responsibilities of TV programme production
11. Digital Media
12. Designing magazine covers.

(7 × 5 = 35 Marks)

- II. Write essays in about 4 pages each on any **three** of the following without omitting any section.

SECTION A

13. Explain the different types of media.
14. What elements are to be taken care of while writing a radio script? Illustrate with an example.

SECTION B

15. What are the elements of an advertisement that needs to be studied while analyzing it?
16. What are the key elements of good Book Review? Write a book review on a book that you have read.

SECTION C

17. Internet as a global medium.
18. Elaborate on the various filming equipments used in filming.

(3 × 15 = 45 Marks)