

C 20755

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

English

ENG 6B 17—WRITING FOR THE MEDIA

Time : Two Hours

Maximum : 60 Marks

Section A*Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is technical writing ?
2. What are the things usually covered in technical descriptions ?
3. What is dissertation ?
4. What is broadcasting ?
5. What is a documentary ?
6. What is a lead in news story ?
7. What is a screenplay ?
8. What is production book ?
9. What is set design ?
10. Who is a copywriter ?
11. What is jingle ?
12. What is Pop-up ?

(8 × 3 = 24 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What are the skills required for a technical writer ?
14. Explain the structure of user manual.
15. What are the things to be kept in mind while writing for radio ?
16. Write a note on television programme formats.
17. Discuss the format of a script for a TV commercial.
18. What is a vlog ? How to make a good vlog ?
19. Why it is necessary to have cyber laws ?

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Write an essay on the different radio programmes.
21. Attempt an essay on various types of commercials.

(1 × 11 = 11 marks)