

S.No. 491

12PENZ03

(For the candidates admitted from 2012–2013 onwards)

M.A. DEGREE EXAMINATION, NOVEMBER 2017.

Third Semester

*Elective* – MEDIA WRITING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer the following in about 200 words.

1. (a) What is mass media? Explain its functions.

Or

- (b) How does mass media reflect the public opinion?

2. (a) Write on hard news versus soft news.

Or

- (b) What is scoop?

3. (a) Write a short note on 'Reviews'.

Or

- (b) How do we write an editorial?

4. (a) What is sports reporting?

Or

(b) Write a paragraph on font, caption style.

5. (a) Write down the rules for editing.

Or

(b) Discuss the style of radio news.

PART B — (5 × 10 = 50 marks)

Answer the following in about 500 words.

6. (a) Write an essay on Mass Media.

Or

(b) Write an essay on the introduction of mass media.

7. (a) Why are follow-ups needed?

Or

(b) Comment on news analysis and evaluation.

8. (a) What are the duties of the good editor?

Or

(b) Write an article to the newspaper regarding the linking of rivers.

9. (a) Write down the principles of editing.

Or

(b) Define news reporting, types and requisites of news reporting.

10. (a) How to write and edit a documentary?

Or

(b) Describe the features of the television.

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