

(Pages : 3)

R – 7033

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, June 2023

First Degree Programme Under CBCSS

Double Main Programme

English And Malayalam Literature/English And Media Studies

Core Course XII

EML 1631/ENM 1631 : ENGLISH FOR THE MEDIA

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions, each in a word or a sentence:
1. Who are vloggers?
 2. What is debrief in advertising?
 3. Name two new media platforms
 4. Film review
 5. What is an Advertising Pitch?
 6. What are the 4Ps mean in marketing?
 7. What is display advert?
 8. What is New Media?

P.T.O.



9. Name two national newspapers in English
10. What is the purpose of the contact report?

(10 × 1 = 10 Marks)

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

11. What is a magazine cover and what is its importance?
12. What is a logline for a film?
13. Explain post production feedback
14. Change into headlines-
- (a) Prime Minister will inaugurate the National games in Mumbai tomorrow at 11 am.
- (b) A business campaign has been launched in Toronto, Canada.
15. Write two expressions for interrupting during an interview.
16. House style
17. Explain Editorial Writing.
18. Write two Phrases to introduce a guest in a radio programme.
19. Write a slogan for a magazine.
20. What is podcast and how does it work?
21. Radio commissioning brief.
22. What is a photo shoot?

(8 × 2 = 16 Marks)

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

23. Fixer and stringer
24. Comment on the language devices used for slogans.



25. What is print advert and what are the components of a good print advert?
26. Correct the mistakes in the following sentences.
- (a) Union cabinet will be approved the landmark civilian nuclear co-operation agreement with USA on March 25th, 2022.
 - (b) India and the United States is finalizing an agreement to implement their path breaking civil nuclear deal.
 - (c) I'd like you briefing the guests thoroughly.
 - (d) ISRO have planned to send an Israeli satellite with spying capacities into orbit in a PSLV.
27. Prepare a brief for a photo shoot.
28. Prepare a filming schedule for a documentary.
29. Tips for successful blogging.
30. Prepare a podcast.
31. Why is the sale of advertising space so important for magazines and newspapers?

(6 × 4 = 24 Marks)

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

32. Write a newspaper article that focuses on 'Youth and Violence' and give an appropriate headline.
33. How does Vlogging influence the youth? Identity the major reasons behind the popularity of vlogs.
34. Write a review of a film you have recently seen.
35. Write the 24-hr schedule of Dawn Henderson, a producer for the current affairs radio show.

(2 × 15 = 30 Marks)



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