



QP CODE: 24803745



Reg No :

Name :

INTEGRATED MA DEGREE EXAMINATION, JUNE 2024

Second Semester

INTEGRATED MA ENGLISH

CORE - IEN2CR04 - WRITING FOR MEDIA

2020 Admission Onwards

BBA60ABF

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Mass media.
2. What is feminist media theory?
3. What is popular culture?
4. Radio as a media platform.
5. Mention the important tasks done to get the story to air in a radio station.
6. How does the journalists cover the stories?
7. What is a news package?
8. The 5 Ws and H rule.
9. Define Lead in a newspaper.
10. Plagiarism in Internet reporting.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain media imperialism.
12. Public sphere is the central arena for societal communication. Explain.
13. Write a note on Newspapers in Kerala.
14. What is legal reporting? What are the responsibilities of a court reporter?





15. Explain the principles of effective presentation.
16. What are the steps in writing an editorial?
17. What are the features of a good magazine?
18. Which are the fundamental questions based on which the ratings are determined in Online reporting?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Elucidate the postcolonial readings in Media.
20. Social media surpassed the significance of traditional media in 21st century. Elucidate.
21. Write an essay on Stages of Programme Production.
22. What are the things to remember while writing for the web?

(2×5=10 weightage)

