



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

SECOND SEMESTER – APRIL 2018

17UEL2AL02- ENGLISH FOR MASS MEDIA

Date: 28-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer any EIGHT of the following questions in about 75 words each: $8 \times 5 = 40$

1. Explain film language.
2. What are the basic steps to be followed while writing a script to television news story?
3. Differentiate between academic writing and journalistic writing.
4. What are the basic techniques of movie review?
5. What techniques are used in proofreading?
6. Bring out the importance of English language in media writing?
7. How would you write a snippet?
8. Explain the inverted pyramid style of writing used in a news report?
9. Mention the guidelines to write an internet article.
10. Write five catchy headlines for a news paper.

II. Answer any THREE of the following questions in about 200 words each:

$3 \times 10 = 30$

11. Write a review for the movie "ARUVI".
12. Write an editorial on any social topic.
13. Create an advertorial.
14. What are the rules to be followed to write an effective headline for a news story? Give an example to each rule.

III. Answer any TWO of the following questions in about 250 words each:

$2 \times 15 = 30$

15. Expand the following news headline into a full-length news story .
" Severe punishment took life of a school student."
16. List out the fundamentals of writing news for radio and television and write a two page news script of your own either to radio or television .
17. Write your opinion on "The role of new social media in our life today."

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