

End Semester Examination, 2016
Department of Mass Communication and new media
Central University of Jammu

Course No: MCNM 475
Max. Marks: 100 Marks

Title: Media Writing
Max. Time: 3 hours

This paper consists of three Sections—A, B and C

SECTION - A

Q.1) Choose the correct answer from the following. Each question carries ONE Mark. 1x10=10

- (i) Recce is....
a) Pre-shoot visit of location
b) Location of shoot
c) Recitation of poems
d) Receipt of letter
- (ii) Attribution is about
a) Who gives the information
b) Who is journalist
c) Who reacts to framework
d) Who is pathetic
- (iii) The word news has its origin in....
a) Poetry
b) Science
c) Novel
d) Letter
- (iv) A rhetor can be
a) Man
b) Transgender
c) Woman
d) All of these
- (v) Vox Pop is
a) Voice of people
b) Language of insects
c) Voice of animals
d) Language of signs
- (vi) The best example of hourglass structure is.....
a) Recliner
b) Pendulum
c) Sand time
d) Wall Clock
- (vii) Linked Boxes structure is usually a....
a) Triangle
b) Circle
c) Rectangle
d) Square
- (viii) Concepts are measured in terms of.....
a) Variables
b) Ultrasound
c) Spectrometers
d) Richter Scale
- (ix) Pathos in rhetoric means.
a) Emotion
b) Pathology
c) Pathetic
d) Path
- (x) Doing the rounds relates to.....
a) Poetry
b) Taking round of a triangle
c) Assigned beats
d) All of these

Section B – (Short Answers: Answer any five. Each question carries six marks)

5x6=30

- Q.2** Why do we need stylebooks for media writing?
Q.3 Why was Inverted Pyramid used for writing news?
Q.4 Write about characteristics of Business writing.
Q.5 What roles translation plays in media writing?
Q.6 What is Rhetoric? Explain with examples.
Q.7 Explain Hourglass Structure with examples.
Q.8 What do you mean by genres of writing?
Q.9 Does writing too have grammar? Explain with suitable examples.

SECTION- C (Essay Type: Attempt all questions. Each question carries eleven marks.

5x12=60

Q.10 'Modes of discourse defines all forms of writing.' In what ways this statement is true?

Or

Write the review of a film you have recently seen.

Q.11 'Research is the most important aspect of media writing.' How would you agree or disagree with this?

Or

What is Feature Writing and how it is different from hard news?

Q.12 What are the things to be taken care of when it comes to technical writing?

Or

Explain different structures of Media writing.

Q.13 Explain different stages of visual production in terms of writing.

Or

What are the characteristics of Online writing? Explain with examples.

Q.14 In what ways translation of fiction and nonfiction writing different?

Or

Explain the difference between literal and figurative translation?