LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – **SOCIOLOGY**

SECOND SEMESTER – APRIL 2017

16UEL2AL02 - ENGLISH FOR MASS MEDIA

Date: 27-04-2017   Dept. No.   Max. : 100 Marks
Time: 01:00-04:00

I Answer any EIGHT of the following questions in about 75 words each: **8x5=40**

1) Differentiate between academic writing and journalistic writing.

2) What techniques are used in proofreading?

3) Bring out the importance of English language in media writing?

4) Explain film language.

5) What are the basic techniques of movie review?

6) Differentiate between a snippet and a news story.

7) Explain the inverted pyramid style of writing used in a news report?

8) Explain simile and metaphor with examples.

9) Write down the basic steps to be followed while writing a script to video news story.

10) Explain the process of writing and its various techniques.

II Answer any TWO the following questions in about 200 words each: **2x10=20**

11**.** Write a review for the movie "**TITANIC".**

12. Explain the importance of mind map technique in writing articles with an example.

13. What are the rules to be followed to write effective headlines for a news story?

III Answer the following questions in about 250 words each: **2x15=30**

14. Expand the following news headline into a full-length news story in about 250 words:

   "The protests by students and the youth of Tamil Nadu to unbanjallikattu"

15. 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 in 200 words.

IV Rewrite following correctly   **10 x1 = 10**

   a. There are less cakes now
   b. She was better at it then him
   c. We could of gone there today
   d. Do you know when your coming over?
   e. You should of said
   f. Its snowing outside
   g. Can I have one of you're biscuits?
   h. I would of done it sooner
   i. A greater amount of people are eating more healthily
   j. The sofa looks great with it's new cover

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