

QP CODE: 24900154



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Multi-Disciplinary Course - MG1MDCJMC101 - WRITING FOR MEDIA

(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Answer all questions. each question carries 1 mark

- 1 Identify an example of traditional media. [K] [1]
a) Facebook b) Television
c) Twitter d) Instagram
- 2 Analyze a key characteristic of digital media. [An] [3]
a) Delayed publishing b) High cost
c) Interactivity d) Limited reach
- 3 Analyze the key difference between a podcast and traditional radio. [An] [5]
a) It uses visuals b) It can be accessed on-demand
c) It is only available live d) It has no sound
- 4 Identify the notion of news implicit in the definition when man bites dog it is [U] [2]
not news but when dog bites man it is news

- a) Unusual events make news b) Latest events make news
- c) Proximate events make news d) Involvement of prominent people make news
- 5 Name the news value that make a bus accident in your locality newsworthy [K] [2]
- a) Timeliness b) Proximity
- c) Prominence d) Conflict
- 6 Recall the elements of a direct news story [K] [2]
- a) 1 W and 5 H b) 5 Ws and 1 H
- c) 3 Ws and 3 H d) 4 Ws and 1 H
- 7 Name the structure of news that is said to be suitable for quick delivery of information to the reader [K] [2]
- a) Pyramid b) Inverted Pyramid
- c) Feature d) Hour glass
- 8 Name the lead that makes use of a quotation [K] [2]
- a) Summary lead b) Delayed lead
- c) Quotation lead d) Direct lead
- 9 Recall the TV news lead that combines two or more related stories [K] [2]
- a) Direct lead b) Summary lead
- c) Shotgun or umbrella lead d) Bullet lead
- 10 Select the term for the brief introduction of a news story? [U] [2]
- a) Tagline b) Lead-in
- c) Sound bite d) Outro
- 11 Select the apt term for the opening segment that grabs viewers attention [K] [2]
- a) Lead b) Wrap-up
- c) Teaser d) Outro
- 12 Explain the SEO in the context of web writing [U] [3]
- a) Search Engine Optimization b) Security Enhancements Online
- c) Standardised Editorial Output d) Social Engagement Online

- 13 Define Anchor Intro [K] [2]
- a) A brief segment that concludes a news story b) The Opening remarks made by the news anchor
- c) A summary of all the news stories d) A technical description of the broadcast setup
- 14 Identify the purpose of a 'Teaser' in podcasting. [K] [3]
- a) To summarise the entire episode b) To conclude the episode
- c) To provide technical details d) To capture audience interest at the beginning
- 15 Explain the term CMS in web journalism. [U] [3]
- a) Creative Media Strategy b) Centralised Marketing Solutions
- c) Comprehensive Multimedia Storage d) Content Management System

(15 × 1 = 15)

Part B

Short Answer Type Questions (100 Words)

Answer any five questions. each question carries 3 marks

- 16 Compare the characteristics of print media and broadcast media. [An] [4]
- 17 Define news and list its key values. [E] [1]
- 18 Describe timeliness and proximity as news values with examples [U] [2]
- 19 Discuss ethical considerations a journalist must keep in mind while writing a news story [U] [2]
- 20 Explain the role of SEO in writing blog content. [U] [3]
- 21 Distinguish between inverted pyramid and narrative styles of newswriting [U] [2]
- 22 Classify the different types of feature stories. [K] [1]
- 23 Explain the challenges faced by journalists when creating digital stories? [U] [2]

(5 × 3 = 15)

Part C

Essay Type Questions (350 Words)

Answer any two questions. each question carries 10 marks

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|----|--|----------|
| 24 | Identify the key challenges faced by media writers today and suggest solutions for overcoming them. | [C] [5] |
| 25 | Compare major formats available for writing a newsstory like inverted pyramid,narrative and hour glass | [U] [2] |
| 26 | Explain with examples the different formats of radio programmes | [U] [2] |
| 27 | Analyse the future of blogging and vlogging in the context of emerging digital trends. | [An] [3] |

(2 × 10 = 20)

END OF THE QUESTION PAPER
