



**QP CODE: 23104672**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE  
EXAMINATIONS, FEBRUARY 2023**

**First Semester**

B.A English Literature ,Communication and Journalism Model III (Triple Main)

**Core Course - EN1CRT04 - WRITING FOR THE MEDIA**

2017 Admission Onwards

47888921

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define communication.
2. Define mass communication.
3. Channel in communication process
4. Broadcast media
5. Column
6. Defamation
7. What is new media?
8. What is commercial printing?
9. What are the features of magazines?
10. Comment on the design and layout of a magazine.
11. Summarise the basics of magazine writing.
12. Give a few examples of literary magazines.

(10×2=20)

**Part B**

*Answer any **six** questions.*





*Each question carries 5 marks.*

13. Explain the linguistic barriers to communication.
14. What is the difference between two step flow theory and multi step theory?
15. Social responsibility theory.
16. Regulation of books act
17. What are the advantages of visual media?
18. Explain the importance of letters to the editor.
19. Write a paragraph on magazines in Malayalam.
20. Write a paragraph on magazine editing.
21. What are the principles of magazine layout?

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Elaborate on the different functions of communication.
23. Explain the concept of news and news values.
24. What are the characteristics of feature writing?
25. Write an essay on types of features in magazines.

(2×15=30)

