



QP CODE: 24027158



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

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

**Core Course - EN3CRT07 - DIGITAL WRITING, ADVERTISING & REPORTING FOR
MEDIA**

2017 Admission Onwards

7E77908F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Marshall Mc Luhan.
2. www.
3. e-journal.
4. Vlog.
5. e- mail.
6. Cyber Media.
7. What are the advantages of advertising in newspapers?
8. What are the advantages of advertising in radio?
9. Visualizer.
10. What is a hype in advertising?
11. What is Open source reporting?
12. What is self censorship in press?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the process of editing of a web Copy.
14. Explain the concept of e-governance.
15. Compare and Contrast T V with Online Media.
16. Advertising can be called a game that is played among five key players.Discuss.
17. Discuss the principles of advertising.
18. What are the things to be kept in mind while writing a classified?
19. What are the essential qualities of news reporter?
20. What are the things to be kept in mind while writing for Television?
21. What do you mean by Media Ethics?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the the significance and importance of cyberlaw in the present scenario.
23. Trace the history of Indian advertising.
24. Describe the different types of advertising.
25. Discuss the various types of news reporting.

(2×15=30)

