



QP CODE: 26802000



Reg No :

Name :

INTEGRATED MA DEGREE EXAMINATION APRIL 2026

Second Semester

INTEGRATED MA ENGLISH

CORE - IEN2CR04 - WRITING FOR MEDIA

2020 Admission Onwards

380A3927

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is visual language?
2. What is hegemony?
3. Feminist media theory.
4. What are content sharing platforms?
5. What is reading rate?
6. Define Broadcast Journalism.
7. Define Broadcast Writing.
8. What is letter to the editor in a newspaper?
9. List some of the popular English magazines in India?
10. Define Online journalism.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain Post-colonial media theory.
12. Explain the link between media and popular culture.
13. Differentiate between Print media and Electronic media.
14. Describe sports reporting.





15. Explain the Stages of Pre-Production of a programme.
16. What are the things to keep in mind while preparing headlines for newspapers?
17. What are the factors that one should keep in mind while preparing a book review?
18. Explain the determinants in Online reporting.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Trace the emergence of Media studies.
20. Explain the characteristic features of Radio as a media platform.
21. What is a newsroom and how does it work ? Elucidate.
22. Write an essay on the ethics of internet reporting by referring to the Dos and Don'ts of the platform.

(2×5=10 weightage)

