

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2024****B.A -ENGLISH-LITERATURE(AIDED)****MAXIMUM MARKS: 50****SEMESTER: V****TIME : 3 HOURS****PART - III****22UEL5E1 – ENGLISH FOR MEDIA****SECTION - A****(10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.**

1. During which historical period did pamphlets become popular for disseminating ideas?
a) The Reformation b) The Renaissance c) The Enlightenment d) The Industrial Revolution
2. What is the primary objective of reporting across various fields?
a) Descriptive reporting b) Informational reporting
c) Analytical reporting d) Operational reporting
3. What is the primary purpose of advertising in journalism?
a) To inform the public b) To entertain readers
c) To promote products or services d) To report news
4. During which stage do filmmakers finalize the visual and audio elements of the film?
a) Development b) Distribution c) Post-Production d) Production
5. What is the primary purpose of hyperlinks in web pages?
a) To store data on a server. b) To connect users to other web pages.
c) To encrypt user information. d) To format text in HTML.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. What major development in the late 20th century significantly changed journalism?
7. What is the primary purpose of reporting in various fields?
8. What role do visual elements play in advertisements?
9. What is the writing style that is most effective for radio scripts?
10. What impact can prolonged reading of e-books have on readers?

(CONTD 2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) Write notes on Acta Diurna.

(OR)

b) Write about the origin of printing press and its key innovation.

12.a) Explain the types of slant.

(OR)

b) Explain Lead and its types.

13.a) Write about how white space contribute to the effectiveness of an advertisement?

(OR)

b) Write about Typography.

14 a) List the key components of radio program.

(OR)

b) Explain the screenplay and its purpose.

15. a) Write about the historical development of e-books and significant milestones

(OR)

b) State some of the essential components of a successful blog post.

SECTION - C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16.a) Bring out the key milestones in the origin and development of journalism throughout history.

(OR)

b) Analyse in what contexts did pamphlets and broadsheets become essential tools for shaping public opinion during the Reformation?

17.a) List the components of news.

(OR)

b) Identify the key elements of well structured body paragraph.

18. a) Explain the elements of advertising.

(OR)

b) Explain the concept of illustration in advertising

19. a) Analyse in what ways do short sentences enhance the clarity and impact of a broadcast message across various media platforms?

(OR)

b) Identify the distinct stages of filmmaking.

20. a) Explain the importance of user-centric writing in web content.

(OR)

b) Identify the key processes involved in digital media editing.
