

(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED

23UEL5E11

DURING THE ACADEMIC YEAR 2023-26 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER, 2025

BA ENGLISH LITERATURE(AIDED)

MAXIMUM MARKS: 75

SEMESTER: V

TIME : 3 HOURS

PART - III

23UEL5E11- ENGLISH FOR MEDIA

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Which of the following is considered the earliest form of communication media?

- A) Radio B) Printing Press C) Cave Paintings D) Telegraph

2. The slant in a news story refers to: _____

- a) The headline style b) The angle or perspective of the story
c) The font used in the article d) The length of the body paragraph

3. Which element is essential in a print advertisement?

- a) Hashtags b) Body Copy c) Hyperlinks d) Audio effect

4. Which technique is commonly used in writing for radio?

- a) Visual cues b) Conversational tone c) Hashtags d) Infographics

5. Which of the following is a digital publication?

- a) Brochure b) E-Journal c) Poster d) Pamphlet

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Explain the Forms of Communication?

7. Define the term "lead" in news writing.

8. Define typography? Explain

9. Distinguish between a radio interview and a talk show.

10. Construct a blog title for a post about eco-friendly living.

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Bring out the Barriers to Communication.

(OR)

b) Describe the process of Communication.

(CONT....2)

Ethical paper

12. a) List the various types of Reporting.

(OR)

b) Describe the key components of a news story.

13. a) Describe the essential elements of a print advertisement.

(OR)

b) Show the use of language techniques in advertising.

14. a) Find out the key techniques used in writing for broadcast media.

(OR)

b) Assess the structure and style of a radio interview.

15. a) Apply the key principles of writing for the web to create a sample web copy for a product or service of your choice.

(OR)

b) Assess the components of a podcast episode.

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)

16. a) Analyze the theories of Mass Communication.

(OR)

b) Compare and contrast the Shannon and Weaver Model with Roman Jakobson's Model of Communication.

17. a) Discuss the stages involved in the editing process of a news article.

(OR)

b) Assess the importance of headlines and leads in print journalism.

18. a) Compare the roles of photography, illustration, and mixed media in creating visual impact in print advertisements.

(OR)

b) Analyze the importance of layout, typography, and body copy in the design of a print advertisement.

19. a) Assess the use of language in talk shows and television interviews.

(OR)

b) Classify the stages of film making, from concept to screen.

20. a) Assess the evolution of digital media formats such as e-books, e-newspapers, and e-journals.

(OR)

b) Discuss the process of editing for digital media and illustrate how editing tools and techniques differ when preparing content for websites, blogs, and social media platforms.
