



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – July 2020

IV Semester

Class: II UG
Major: English

Time : 3 Hours
Max. Marks: 100

18BENC11 English for Media

Part A

10X1=10

Choose the Correct Answer

1. Use _____ words on the headlines .
a. weak
b. strong
c. attractive
d. creative
2. _____ signal the reader what the relationships are between the different clauses.
a. newspaper article
b. cohesive devices
c. interview skills
d. writing headlines
3. In radio the letter 'F' in FM stands for
a. Frame
b. Frequency
c. Fundamental
d. Fast
4. The person who hosts the show in a radio is called
a. VJ
b. RJ
c. DJ
d. PJ
5. Contrast and similarity are _____ connectors.
a. life
b. linguistic
c. language
d. line
6. The language of the television production expresses
a. morality
b. mobility
c. mortality
d. modality
7. _____ belongs to the new media.
a. magazines
b. blogs
c. radio
d. television
8. The collocation of the sentence " Burst into tears" is verb + expression +
a. noun
b. adverb
c. adjective
d. preposition
9. The _____ sentence grabs and hooks the reader in right way.
a. opening
b. closing
c. main
d. lead
10. _____ is a feature of the soundtrack where an unseen speaker narrates.
a. voiceover
b. enigma
c. tracking
d. mise-en-scene

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. a. Examine the different types of headlines.
(or)
11. b. Interpret on cohesive devices.
12. a. Analyze the language of composing magazine covers.
(or)
12. b. Write the characteristic features of a radio presenter.
13. a. Write the features of written dialogue in a film.
(or)
13. b. Record the steps involved to write documentary scripts in film.
14. a. Demonstrate the types of collocation in media.
(or)
14. b. List any six words which have multiple meanings and use in sentences.
15. a. Identify any six terminology of Digital media.
(or)
15. b. Explain the process involved in a production schedule.

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a. Evaluate the various techniques employed for writing headlines.
(or)
16. b. Support your answer with an illustration on practicing interview skills.
17. a. Examine the different kinds of magazines and its features with illustrations.
(or)
17. b. Explain the role of a Radio presenter.
18. a. Criticize an animation film of your choice by writing reviews.
(or)
18. b. Focus on the language used and steps involved in editing a television documentary.
19. a. Evaluate the features and words employed in new media.
(or)
19. b. Explain the different and latest media in today's world.
20. a. Discuss few best method to structure a newspaper article.
(or)
20. b. Write any 12 terminology of the Print media.
