

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End - Semester Examination, 2081

Subject: Eng.464: Writing for the Media

FM:60

Level/program: Bachelor (B.A) Semester: VI Time: 3 Hours

PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. What is the main purpose of news writing?
2. Define the term "lead" in news.
3. What does 'nut graph' refer to in a news story?
4. Write any two technique used for effective interviewing.
5. What is the significance of accuracy in journalism?
6. What is a 'beat' in journalism?
7. What is an obituary?
8. What is citizen journalism?
9. What are the four key pieces of information that should be included when reporting speeches?
10. Why is multicultural sensitivity important in media writing?

Attempt any THREE of the Following Short Questions.

3x8=24

11. Briefly describe the changing concept of news and its effect on mass media.
12. What are the key characteristics of good lead in news story? Write in brief
13. Discuss the structure and style of broadcast news story for the radio.
14. Briefly discuss the techniques used in reporting the government news.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. Explain the structure of a well-constructed news story with examples.
16. What is media ethics? Discuss the major approaches that can be used to make ethical decisions in media writing.
17. Discuss the basic guidelines of reporting the crime stories.
