



45637

**BRAINWARE UNIVERSITY****Term End Examination 2025-2026****Programme – M.Sc.(MSJ)-2025****Course Name – Writing for Media****Course Code - MSJ20406A****(Semester II)**

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. *Choose the correct alternative from the following :*

- (i) Identify the name of the headlines that run across eight columns.
 - a) Label
 - b) Sideheads
 - c) Banners
 - d) Kickers
- (ii) A news article dateline typically includes _____.
 - a) Date
 - b) Place
 - c) Both
 - d) None of these
- (iii) What you understand by anchor link in television writing ? Select.
 - a) Intro
 - b) Body
 - c) Conclusion
 - d) None of these
- (iv) In marketing campaigns, a short, memorable phrase to convey the value of a brand or its products is called?
 - a) Byline
 - b) Tagline
 - c) Headline
 - d) Strapline
- (v) Inspect a headline that exaggerates facts. Identify the flaw.
 - a) Sensationalism
 - b) Accuracy
 - c) Grammar error
 - d) Copyright
- (vi) Assume a journalist publishes rumors about a political leader. Distinguish the legal issue.
 - a) Copyright
 - b) Defamation
 - c) Advertising
 - d) Editing error
- (vii) Assume emotional bias affects a report. Distinguish the violated principle.
 - a) Brevity
 - b) Objectivity
 - c) Grammar
 - d) Style
- (viii) Select a quality of ethical journalism.
 - a) Accountability
 - b) Sensationalism
 - c) Bias
 - d) Promotion

- (ix) Identify a legal rule protecting creative work.
- a) Copyright
 - b) Editing
 - c) Captioning
 - d) Advertising
- (x) Relate human-interest stories to audience response.
- a) Emotional appeal
 - b) Technical detail
 - c) Legal tone
 - d) Statistical focus
- (xi) Predict the outcome of weak proofreading in print media.
- a) More errors
 - b) Higher credibility
 - c) Faster reporting
 - d) Better headlines
- (xii) Predict the result of misleading headlines.
- a) Loss of trust
 - b) Increased accuracy
 - c) Better readability
 - d) Higher ethics
- (xiii) Identify a key feature of digital-first content.
- a) Real-time updates
 - b) Print layout
 - c) Long paragraphs
 - d) Static images
- (xiv) Identify a platform for micro-blogging.
- a) X (Twitter)
 - b) Newspaper
 - c) Radio
 - d) TV bulletin
- (xv) Relate SEO headlines to content reach.
- a) Increase visibility
 - b) Reduce ranking
 - c) Hide content
 - d) Limit clicks

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Compare ethical journalism with sensational reporting. (3)
3. Construct how clarity improves effective news writing. (3)
4. Build how leads help hook readers in news stories. (3)
5. Classify the main purposes of SEO in digital writing. (3)
6. Design how interview-based articles strengthen print storytelling. (3)

OR

- Discuss how investigative journalism supports democratic accountability. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Inspect how visuals enhance clarity in television storytelling. (5)
8. Explain how slogans contribute to brand recall and recognition. (5)
9. 'Writing for television is different from print'- Explain. (5)
10. Design how radio news scripts can improve clarity and listener retention. (5)
11. Inspect how digital formatting improves online readability. (5)
12. Design how proofreading ensures credibility in print journalism. (5)

OR

- Build how human-interest stories can deepen emotional engagement in print. (5)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125