Roll No: | | | | | | | | | | | |

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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: ENG1025 **Course Name:** Writing for Media

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3
Marks	24	44	22

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Differentiate between clarity and conciseness in media writing.	2	CO1	BT1
2	What is meant by audience awareness in media writing?	2	CO1	BT2
3	Identify the 5Ws + 1H from the following story: "*The university library will remain open 24 hours from Monday to support students preparing for their semester examinations*."	2	CO2	BT3
4	Identify the logical fallacy: "*Two students were caught cheating in the examination, so college students cannot be trusted*."	2	CO2	BT3
5	Identify whether the following opening is more suitable for a news broadcast or a feature/podcast, and give a reason: "What if the plastic bottle you throw away today remains on Earth for hundreds of years?"	2	CO3	BT3

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain and discuss the major characteristics of media writing with suitable examples	10	CO1	BT2
7	Differentiate between academic writing, creative writing, and media writing. Explain their differences in terms of purpose, audience, language, structure, and style, with suitable examples.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain the inverted pyramid structure of news writing. Discuss the functions of the headline, lead, and body and explain how information is organised in a typical news report.	10	CO2	BT2
9	Explain how a reporter gathers and organises accurate information, with suitable examples.	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

PTO (Please Turn Over)

10	Read the following news-style paragraph and identify any FOUR logical fallacies present in it. Explain why each statement represents a logical fallacy. **Debate Continues Over New Attendance Requirement** The university has introduced a new minimum attendance requirement for students. One student argued that two students who received attendance warnings later performed poorly in their examinations, so the new policy clearly causes students to get lower marks. Another student claimed that once the university starts increasing attendance requirements, it will eventually require students to attend every single activity on campus, leaving them with no personal freedom. A student representative stated that almost every student he spoke to dislikes the policy, which proves that the policy is unfair. When asked whether the attendance requirement could improve participation, one student responded, “Why are we talking about attendance when our college cricket team is doing so well this year?” A supporter of the policy argued, “Either students accept the new attendance rule or they simply do not care about education.” Another student criticised the main opponent of the policy by saying, “We shouldn't take his argument seriously because he has been absent from several classes himself.”	10	CO2	BT3
11	Read the following news-style paragraph and identify any FOUR logical fallacies present in it. Explain why each statement represents a logical fallacy. **University Debates the Use of AI Tools** *The university is considering guidelines for the use of AI tools in academic work. One student argued that three students used an AI tool and received poor marks, so AI clearly makes students perform badly. Another student claimed that if students are allowed to use AI for assignments, they will soon stop reading books, then they will stop attending classes, and eventually students will not learn anything at all. A student influencer posted that AI is used by millions of people around the world, so it must be the best way to complete academic work. When asked about concerns regarding inaccurate AI-generated information, another student replied, “Why are we worried about AI when many students don't even participate in sports?” A student opposing AI said, “Either we completely ban AI or education will become meaningless.” A famous actor who regularly promotes technology also stated that AI is the future of education, so there is no reason to question its usefulness. Finally, one student dismissed an opponent's argument by saying, “Don't listen to him—he doesn't even know how to use basic computer software.*	10	CO2	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Heavy rainfall has affected several parts of the city. The visuals show waterlogged roads, traffic congestion and commuters facing difficulties. Write an anchor introduction and a short voice-over that provides verified information about the rainfall, affected areas, traffic situation and official advice. Explain how you avoid repeating the visuals.	10	CO3	BT3
13	You are covering a college cultural festival. The visuals show students performing dance, music and theatre on stage. Write an anchor introduction and a short voice-over that provides information about the event, participation and significance without repeating what viewers can already see.	10	CO3	BT3