

Second Semester FYUGP Degree (Sup/Imp) Examination**April 2026****KU2DSCJMC109 - FEATURE WRITING FOR PRINT
MEDIA**

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A**Answer any 6 questions. Each carry 3 marks.**

1. Differentiate a focus lead differ from a traditional summary lead
2. Define the term 'kicker' in feature
3. Associate the importance to analyze the performances of the actors in a film review
4. Indicate the primary role of a book critic in reviewing fiction
5. Indicate as to how a historical travelogue contributes to the understanding of a place
6. Recall one example of a news story and one example of a feature story
7. Differentiate the writing style of a feature story from that of a news report
8. Define human-interest feature

Section B**Answer any 4 questions. Each carry 6 marks.**

9. Develop a structure while comparing a film to other works by the same director?
10. Integrate reasons for including your personal opinion in a film review. How does your subjective perspective help readers connect with your analysis of the film?
11. Arrange the significance of the setting in the book. How does it influence the events of the story with an example?
12. Rearrange news and feature writing according to their difference in style and purpose
13. Design methods of making making an in-depth news feature interesting
14. Integrate elements that make a human-interest feature touching or emotional

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Section C**Answer any 2 questions. Each carry 14 marks.**

15. (a) Appraise on how each element contributes to the overall effectiveness of the article
(b) Break down the appropriateness of using a quote lead in a feature article about a controversial topic. Justify your response.
16. (a) Prioritize the clear angle you have chosen and justify why it is effective in engaging the reader
(b) Compare a narrative lead with an anecdotal lead in terms of their ability to engage the reader
17. (a) Illustrate the key elements of the body of a feature story
(b) Defend the use of dialogues in a narrative help to reveal the relationships between characters

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