

B.SC. DEGREE EXAMINATION, APRIL 2018
III YEAR - VI SEMESTER
Core Major - Paper XII - WRITING FOR MEDIA
Time : 3 Hours **Max.marks :60**

Section A ($10 \times 1 = 10marks$)

Answer any **TEN** questions

1. Hoardings.
2. Brochure.
3. Ad Copy.
4. Audience.
5. Sitcom.
6. Soap Opera.
7. News Story.
8. Artistic Creation.
9. Hypertext.
10. Interactive Communication.
11. E-commerce.
12. PSA.

Section B ($5 \times 4 = 20marks$)

Answer any **FIVE** questions

13. What are future stories?
14. Explain different kinds of Appeals.
15. Explain process involved in PSA campaign.
16. What are the procedures for writing for news reporting in Radio?
17. Explain USP and its functions with necessary examples.
18. Explain the difference between creative writing and journalism.
19. Discuss the documentary script format with necessary examples.

Section C ($3 \times 10 = 30marks$)

Answer any **THREE** questions

20. Give a detailed note on Visualization and its impact on publicity writing.
21. Discuss the process involved in writing for Advertisements.
22. Write detailed notes on the process involved in writing for Talk Shows.
23. Differentiate Radio features and Radio Documentary with examples.
24. Explain how ideas are generated in writing for e-content or web writing.