



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2014

EL 2101 - WRITING FOR MEDIA

Date : 07/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

I. Write a short note on any EIGHT of the following in about 100 words each: (8x5=40)

1. USP
2. Snippet
3. Editorial
4. Advertorial
5. Psychographic profile
6. Inverted pyramid style
7. Three Act Structure in Script Writing
8. Importance and relevance of advertising.
9. Create a slogan and a byline for each of the following products:
a) TV b) soap c) Bharath Apartment
10. Rewrite the following passage applying the criteria of a good lead:

The project we are proposing is based on an excellent idea developed in Australia during the 1990's. The first person to realize that this was a good idea died some time ago. In the event we are funded, we hope to continue the project until it is no longer needed. The way we look at it is, "nothing ventured, nothing gained." That is why we are proposing to conduct an advanced algebra workshop for high school Math teachers using hand-held puppets so they can use this art form to introduce math concepts to their students.

II. Write a paragraph on any FOUR of the following in about 200 words each: (4x10=40)

1. Explain about the different strategies involved in writing for a movie.
2. Describe the essential traits of a talented scriptwriter.
3. Illustrate the different types of advertisements.
4. Discuss the criteria for effective movie review writing.
5. Observing the significant features of critical book review, draft a review on any book that you have read recently.
6. Convert the following snippet into a full blown news article:

Acid thrown on woman, another shot at: Police

Two unidentified bikers threw acid on a 26-year-old woman in West Delhi's Mongolpuri on Sunday.

1. Write an essay on any ONE of the following in about 400 words: (1x20=20)

1. Draft a feature article on any human interest topic.
2. Applying the essential elements of scriptwriting, produce a five-minute script based on any subject/situation.
