



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2016

EL 2101 - WRITING FOR MEDIA

Date: 26-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

I. Answer **EIGHT** of the following questions in about **75** words each: **(8x5=40)**

1. Provide **TWO** examples for each of the following:
a) Alliteration b) Assonance c) Word Play d) Onomatopoeia e) Pun
2. What are the nuances of script writing?
3. Explain **AIDAS** principle and **USP** with examples.
4. How could literary quotations be used in copy writing? Give **FOUR** examples.
5. Create a **slogan** and a **byline** for each of the following products/service:
a) Tablet b) Mutual Fund c) Two Wheeler
6. What is your understanding of 'Deconstructing Media'?
7. Write a short note on 'plot' and 'frequency' in 'screenplay' writing.
8. Define a 'media consumer' in your own words.
9. Bring out the importance of a headline in a 'news story.'
10. Write short notes on 'Nose for News.'

SECTION-B

II. Answer any **THREE** of the following questions: **(3x10=30)**

11. **Edit** the sentences given below:
 - a. A temple is in the process of being constructed.
 - b. Aishwarya is a model whom we think will be crowned Miss World.
 - c. This is the unkindest cut of all.
 - d. A speeding truck hit a stationary shop.
 - e. Lilavathi was literally over the moon.
 - f. The female at the reception asked him to wait.
 - g. Lakshmanan respects his older brother.
 - h. The secretary and treasurer were absent at the meeting.
 - i. A building was partially destroyed.
 - j. Lying idly, watching TV, the clock rang out the alarm.

12. Use the given **idioms** and **phrases** in sentences of your own.

- a. French leave
- b. A bone of contention
- c. A chip of the old block
- d. A cock and bull story
- e. A dog in the manger
- f. Child's play
- g. At an arm's length
- h. Blue blood
- i. Cry for the moon
- j. To go Dutch

13. Write a news story for the headline: 'US woman dumps 'rude' 8 year old son.'

14. Differentiate between a 'Feature story' and a 'News story.'

SECTION-C

III. Answer any TWO of the following questions in about 400 words:

(2x15=30)

15. **Re-create** an advertisement of an existing product or service. Everything, including the brand name, should be new.

16. Write a **FILM REVIEW** of any **ONE** of the following feature films:

- a) *Mithuran* b) *Kadalum Kadanthu Pogum* c) *Thanga Magan*
d) *Pokkiri Raja* e) *Banglore Days/Naatkal* (Tamil/English)

17. Attempt an introduction for a **FEATURE STORY** on the title, "Employability hit due to poor reading habit."

18. Write a **linear screen play** for the concept of a poor boy/girl pursuing his/her higher education in a city college.
