LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FIRST SEMESTER – APRIL 2017

16UEL1AL02/ EL 2101 - WRITING FOR MEDIA

Date: 02-05-2017   Dept. No.   Max. : 100 Marks
Time: 01:00-04:00

SECTION-A

I. **Answer any EIGHT of the following questions in about 100 words each:**   **(8x5=40)**

1. What is AIDA? Explain with an example
2. Briefly explain an Advertorial with an example.
3. Define a feature and give its importance.
4. What are the elements of a screenplay format? Write a scene by using the elements?.
5. Differentiate between a snippet and a news story.
6. Why is an inverted pyramid style required to script an article?
7. What is punch line in advertising? Give five punch lines for different products.
8. List out the key factors that are essential in scripting an article.
9. What are the four needs of a scene writing?
10. What is the significance of 'Point of view' in a story?

SECTION-B

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

11.**Proofread the following paragraph**

Well, its another rainy day. I wonder what I will do? First, I think I'll take a walk around the neyborhood to stretch my legs. Second I'll cook a big breakfast with toast fruit eggs and bacon. After that, I might mow my lawn; it's getting pretty long. I'm not sure what I'll do after that. I guess I should go see my mother. I think she wants me to go grocery shopping with her. I have no idea why she can't just go by her self. Or, better still, she could ask my dad to go with her! I doubt he will want to go with her though. He doesn't like going to the grocery store as much as I do!

12.Write a news story on-Jallikattu-youngsters-marina-beach…..

13.Explain in detail Syd Field's paradigm and scene sequence approach.

SECTION-C

III. Answer   the following questions: **(2x15=30)**

14.Write a critical review of any one of the popular movies you watched recently
   either Tamil or English

15.Explain the elements of copy writing and create your own ad using
 all the elements of copy writing for an existing popular product in the market.

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