



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED REQUIRED

SECOND SEMESTER – APRIL 2024

UVC 2301 – WRITING FOR MEDIA

Date: 06-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

ANSWER ALL THE FOLLOWING QUESTION

$10 \times 2 = 20$

1. Slang
2. Drama
3. Establishing shot
4. Film-noire
5. Shot
6. Classifieds
7. Edutainment
8. Letter to the editor
9. Blog writing
10. Rhyme

PART – B

ANSWER ANY 4 OF THE FOLLOWING QUESTION

$4 \times 10 = 40$

11. Describe the importance of advertisements in a newspaper.
12. Brief the role of media on empowering teens in Tamil Nadu.
13. Explain the process of writing.
14. Describe the role of editor in a newspaper.
15. Explain types of shots.
16. Describe the dramatic personae of a film which you have watched recently.
17. Explain the importance of body language for a public speaker.
18. Explain the importance of storyboarding

PART – C

ANSWER ANY 2 OF THE FOLLOWING QUESTION

$2 \times 20 = 40$

19. Explain the importance of silence in a film with examples.
20. Explain the inverted pyramid model of news.
21. Write an essay on the impact of social media among college students.
22. Write a review of a short story that you have read recently.

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