



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Voc.DEGREE EXAMINATION – DIGITAL JOURNALISM**

**FIRSTSEMESTER – APRIL 2018**

**16PDJ1FC01- COMMUNICATION AND CREATIVE WRITING**

Date: 25-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**I. Answer ALL the questions**

**10X2=20**

1. Descriptive writing
2. Narrative writing
3. Internet
4. Print media
5. Importance of grammar in writing
6. Creative writing
7. Fiction writing
8. Media characteristics
9. Blogging
10. Reading skills

**PART – B**

**II. Answer any FIVE questions from the following**

**5X8=40**

11. Elaborate on the rules governing essay writing
12. What are the rules governing a fiction writer, explain?
13. Describe visual media in detail.
14. What is body language and what is its impact on communication?
15. Non-fiction, define and explain its dos and don'ts
16. Explain how mobile phone serves as a medium for learning
17. Elaborate on writing for social media

**PART - C**

**III. Answer any TWO questions from the following 2X20=40**

18. Elaborate on how you would develop your creative writing skills
19. What do you know about the rules governing writing for media?
20. How would you describe communication in this information age/digital age?