

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



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

**FIRST SEMESTER – NOVEMBER 2018**

**16/17/18PDJ1FC01 – COMMUNICATION AND CREATIVE WRITING**

Date: 27-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART- A**

**I. Answer ALL the questions**

**[10x2=20]**

1. Define pathos with example.
2. Define non-verbal communication.
3. Define business communication.
4. Characteristic features of persuasive writing.
5. Channels of communication.
6. Define the language used in prose writing.
7. Punctuation errors in writing.
8. Improvise 5 creative writing prompts for non-fiction.
9. Print media.
10. Characteristics of auditory media.

**PART- B**

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

**[5x8=40]**

11. Write a detailed note on non-fiction.
12. Write a long note on media.
13. What are the barriers to creative writing and how can it be overcome?
14. Write a detailed note on intrapersonal and interpersonal communication.
15. Narrate a short story from a 3<sup>rd</sup> person point of view.
16. Compare old media writings with social media writings.
17. Describe the art of writing poems.

**PART- C**

**III. Answer any TWO questions from the following**

**[2x20=40]**

18. Write a detailed note on fictional writing.
19. Define the process and challenges of creative writing.
20. Explain in detail the advantages of written communication over oral communication.

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