

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2019

18PDJ1FC01 – COMMUNICATION AND CREATIVE WRITING

Date: 05-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART- A

I. Answer ALL the questions

[10x2=20]

1. Channels of communication.
2. Posture.
3. Decoding.
4. Emotional barriers.
5. Body language.
6. Narrative writing.
7. Public speaking skills.
8. Proof reading.
9. Media writing.
10. Prose.

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. Explain the don'ts of interview process.
12. Write a brief note on formal and informal communication.
13. Write a detailed note on group discussion.
14. Explain the advantages of written communication.
15. Write a long note on fictional and nonfictional writing.
16. Elaborate the elements of a short story.
17. Write a brief note on descriptive and narrative writing.

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. Write a detailed note on the purpose and process of communication.
19. Write an essay on the topic 'good readers are good leaders'.
20. Write a detailed note on creative writing skills.

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