

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



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

**FIRST SEMESTER – NOVEMBER 2019**

**PDJ 1001 – 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. Active listening
2. Purposes of communication.
3. Effective feedback
4. Group communication
5. Enunciation
6. Word stress
7. Macro markers
8. Opinion vs fact
9. Metaphor vs simile.
10. Characterization

**PART- B**

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

**[5x8=40]**

11. Discuss the 7C's of communication.
12. Explain the process of communication with a diagram.
13. What is the role and importance of grammar in oral and written communication?
14. List and explain the skills associated with group interaction.
15. Name the different types of writing. Substantiate on any two styles of writing.
16. Prepare a creative writing on the topic, "*The day I can never forget.....*"
17. Recall and review R. K. Narayan's short story *The Axe*.

**PART- C**

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

**[2x20=40]**

18. Write an essay on the strategies for and challenges to communication.
19. Discuss the importance of communication skills for a student of journalism.
20. Write a persuasive speech to address a group of students who are addicted to online games.

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