



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2023

PDJ1SK01 – COMMUNICATION AND CREATIVE WRITING

Date: 03-11-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Definitions

- a) Define listening skills.
- b) What is public speaking?
- c) State the meaning of the Latin word *Communicare*.
- d) Body language.
- e) Explain “you can not not communicate”.

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Answer the following

- a) The process of ‘talking back’ is an example of _____ and ‘thinking back’ is an example of _____.
- b) Eye contact, posture, gestures are the examples for _____.
- c) The primary purpose of _____ listening is understanding and uncritical memorising.
- d) Interpersonal communication is not linear but _____.
- e) Effective Communication is the result of _____ fully and _____ loudly.

SECTION B – K3 (CO2)

Answer any THREE of the following

(3 x 10 = 30)

- 3 Devolve the various aspects of creative writing.
- 4 Validate the purpose of audience analysis.
- 5 Illustrate the nuances of descriptive message.
- 6 Describe the term *evaluative message*.
- 7 Prepare a daily routine creatively.

SECTION C – K4 (CO3)

Answer any TWO of the following

(2 x 12.5 = 25)

- 8 Examine the significance of body language.
- 9 Differentiate the reasons for stage fear and failure.
- 10 Categorize how a speech could be prepared.
- 11 Explain the differences between active and passive listening.

SECTION D – K5 (CO4)

Answer any ONE of the following (1 x 15 = 15)

12 Evaluate the way to deliver an effective communication in the form of a message.

13 Critique the ways in which a good listening could be procured.

SECTION E – K6 (CO5)

Answer any ONE of the following (1 x 20 = 20)

14 Design a chart representation on “Reading Habits.”

15 Compose a speech on account of College Farewell Day.

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