



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

FIRST SEMESTER – APRIL 2018

**17/16UEL1AL02 /EL 2101- WRITING FOR MEDIA**

Date: 30-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**I. ANSWER THE FOLLOWING QUESTIONS IN ABOUT 60 WORDS EACH:**

**(10×3=30 MARKS)**

- 1) What is a lead in a news story?
- 2) Write a short note on editorials.
- 3) What are the features that make an effective headline?
- 4) Rewrite the given headline in three different ways, “Court asks govt. to get tough on rash driving”.
- 5) How do media play an important role today?
- 6) What are the objectives of advertising?
- 7) Use punctuations like Period, Comma, Apostrophe, Question Mark, and Hyphen in appropriate position in the following sentences.
  - i. We will be arriving on Monday morning at least I think so
  - ii. Did you understand why I was upset
  - iii. The girls father sat in a corner
- 8) Correct the errors in the following sentences:
  - i. It depends of the weather.
  - ii. I've lived in Barcelona since six years.
  - iii. According to scientists, black carbon, emitting from biomass burning, diesel engine exhaust and cooking fires has a warming effect in the atmosphere three to four times greater than prevailing estimates.
- 9) Explain surrogate advertisement with an example.
- 10) List the various types of demographics an advertising agency might use to segregate their consumers.

**II. ANSWER ANY FOUR OF THE FOLLOWING QUESTIONS IN ABOUT 150 WORDS EACH OR AS SPECIFIED: (4 × 10 = 40 MARKS)**

- 11) Write a lead using the given headline “Jewellery missing says woman”.
- 12) Discuss the Inverted Pyramid Style in a news story.
- 13) Explain Syd Field’s paradigm in script writing.
- 14) Differentiate between a Feature Lead and a Hard news Lead.
- 15) Develop an advertisement for a **Water Bottle** using a Punch Line, Tag Line, Brand Name, Logo, Body Copy of your own.

**III. ANSWER ANY TWO OF THE FOLLOWING QUESTIONS IN ABOUT 200 WORDS**  
**EACH OR AS SPECIFIED:                      (2 × 15 = 30 MARKS)**

- 16) Analyse a film you have watched using Syd Field’s paradigm of three act structure.
- 17) What are the basic components of Featured article? Illustrate.
- 18) Attempt a review on any movie you have watched using the fundamental framework of ‘Review Writing’.

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