



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

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

**FIRST SEMESTER – NOVEMBER 2018**

**16/17/18UEL1AL02– WRITING FOR MEDIA**

Date: 02-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**SECTION- A**

I. Answer any **TEN** of the following questions in **75 words** each:

**{10x3= 30 marks}**

1. What are the finer points to be kept in mind, while writing a movie review?
2. Define feature writing.
3. Explicate Syd Field's Paradigm, in terms of a diagram.
4. How do you write a book review?
5. What is the difference between script writing and screen play writing?
6. What is the use of Advertisements?
7. What is a logo? Give two examples.
8. Why is USP important to a product or service?
9. Write a note on effective body copy.
10. Distinguish between hard news and soft news.
11. Distinguish between an Editorial and an Advertorial.
12. Why do you think Media is called '*The Fourth Pillar of Democracy*'?
13. Illustrate the 'Inverted Pyramid' structure of a News Story.
14. Explain the use of the present perfect continuous tense with the help of a suitable example.

**SECTION- B**

II. Answer the following in **250 words** only:

**{3x10= 30 marks}**

15. A) Write a **FEATURE** on any **ONE** of the following:

- i) The Hazards of Cell Phone Usage
- ii) Women coming to the Fore in all Walks of Life
- iii) India at the Recently Concluded Asian Games

{OR}

B) How would you apply Syd Field's Paradigm to any **ONE** of the films, you have watched in recent times.

16. A) Write about any three types of advertising.

{OR}

B) Explain the significance of advertising.

17. A) Fill in the blanks with suitable verbs given in the bracket:

**(4)**

I. Water \_\_\_\_\_ (boil) at 100°C.

II. I \_\_\_\_\_ (receive) your letter yesterday.

My father \_\_\_\_\_ (leave) for Mumbai tomorrow.

The child \_\_\_\_\_ (cry) because she cannot find her mother.

III. The teacher \_\_\_\_\_ (remind) him that he \_\_\_\_\_ (not submit) his assignment.

IV. She \_\_\_\_\_ (study) hard since 6.30 am.

V. The waiter \_\_\_\_\_ (leave) before he called him.

**B) Correct the following sentences:**

**(6)**

i) One of my friends like to cook Italian food.

ii) The number of students in each class vary.

iii) Neither his friends nor Sam want to miss graduation.

iv) Everyone have to take a health class to earn the degree.

v) There is many other classes they want to take together because they has formed a study group.

vi) Either of the answers are right so we must read them properly.

{OR}

B) What are the six steps of writing a News Story? Explain with the help of suitable examples.

## SECTION- C

II. Answer any **TWO** of the following questions:

{2x20= 40 marks}

18. Read the Editorial and analyse it based on the need for life-skills and employability and then offer your opinion on the implementation of this "*Happiness Curriculum.*"

### 'Happiness Curriculum' In Delhi Schools From Next Week: Manish Sisodia

*A set of 20 stories and 40 innovative activities will form part of the curriculum to train the children to think logically and creatively and understand their role in the social system and nature.*

**New Delhi:** Classes covering the ambitious "happiness curriculum", introduced by the Delhi government for the students of Nursery up to the 8th standard in its schools, will begin from next week, Deputy Chief Minister Manish Sisodia said today.

An estimated 9-10 lakh students of the Delhi government schools will be taught in these classes. The government was also in talks with the municipal corporations that ran primary schools in the city for conducting these classes, Mr. Sisodia said at an orientation programme for teachers.

"The classes covering the happiness curriculum will begin next week. We are also talking to the municipal corporations. If the students of the corporation schools are added, the number of children to be covered under the happiness curriculum will go up to 15-16 lakh," he told reporters later.

The solutions to modern-day problems like terrorism, corruption, pollution, student suicides, cyber bullying etc could come from these classrooms, the Deputy Chief Minister said and hoped that someday, the innovative initiative of the Delhi government would be adopted all over the country and the world.

The curriculum involves a daily 45-minute happiness class beginning with mindfulness, followed by a story-telling and activities session.

As the class starts, the students will be given five minutes to settle down and pay attention to the happenings around them, which will be a form of mindfulness.

A set of 20 stories and 40 innovative activities will form part of the curriculum to train the children to think logically and creatively and understand their role in the social system and nature.

MrSisodia said the teachers should not be concerned about completing the syllabus.

"Do not rush to complete all the stories and activities. The focus should be that the right message sinks in the children," he added.

The three-day orientation programme, involving 18,000 teachers of Delhi government schools, was held to train them about the curriculum. Another orientation programme for 1,000 principals and officials of the Education department will be held tomorrow.

19. Create an advertisement for a brand of pen with a winning headline, catchy logo, precise body copy and memorable by line.

20. Write a **MOVIE REVIEW** of any **ONE** of the films you have watched recently or a **BOOK REVIEW** of any **ONE** of the books you have read of late.

21. **CONVERT** the following **EDITORIAL** into a **SNIPPET**, having at the most only 50-75 words:

★ ★ ★ ★ ★ ★ ★ ★ ★ ★