



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc.DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRSTSEMESTER – APRIL 2017

16PDJ1FC01- COMMUNICATION AND CREATIVE WRITING

Date: 03-05-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all:

(10x2=20)

1. Creative Writing.
2. Effective Communication.
3. Composition
4. Blogs
5. Performing Writing.
6. Poetry
7. Communication Channels.
8. Journals and Blogs
9. Characterization
10. Fiction and Non-fiction.

PART-B

Answer any five:

(5x8=40)

- 11.Explain the various principles involved in editing.
12. What are the challenges one faces during creative writing? List some solutions.
13. What are Figures of speech. Elaborate with examples.
14. Discuss the different types of Communication channels.
15. What is Essay writing? Explain in detail the transition from a paragraph to an essay.
16. Explain in detail the Seven Processes of Creative Writing.
17. Discuss the Clappitt Model of Communication.

PART-C

Answer any two:

(2X20=40)

18. Write a short story on any one of the following themes: (1000 words)

- i. a.) Tragedy b.) Comedy c.) Drama

19. Evaluate the importance of communication in workplace/organization in the 21st Century. Discuss the various functions performed by effective communication.

20. What are the different types of Media Writing? Elaborate with examples

\$\$\$\$\$\$\$\$