



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2015

EL 2101 - WRITING FOR MEDIA

Date : 20/04/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

I. Answer **EIGHT** of the following questions in about 100 words each:

(8X5=40marks)

1. Create an advertisement of your own, incorporating all the six ingredients of a good advertisement copy.
2. What is AIDA principle?
3. Distinguish between 'script writing', 'screen play writing' and 'dialogue writing.'
4. Mention three kinds of headlines and provide two examples for each kind.
5. Explain USP.
6. Bring out the importance of slogan in an advertisement. Give an example.
7. Write short notes on a 'lead statement.'
8. Bring out the role of the 'sub-editor' in news production.
9. What is your understanding of an advertisement in selling a product?
10. Enumerate the pre-requisites of a news reporter.

II. Write any **THREE** of the following questions:

(3X10=30marks)

1. Correct the following sentences and rewrite them:

- a. Neither he nor I were there.
- b. Many a person were affected by this ruling.
- c. He is taller than me.
- d. Whom shall I say is calling?
- e. Who to contact?
- f. Black is more preferable than white.
- g. My aim is to get rich quick.
- h. Bob is the eldest of my two brothers.
- i. A list of 12 items is listed in the book.
- j. We have pleasure to enclose a sample.

2. Complete each of the following sentences by choosing the correct homophone:

- i. The principal exercised her-----will on this matter(steely,stealy).
- ii. The G.M. 's speech was----(boaring,boring).
- iii. I -----acknowledge your timely help (greatfully, gratefully).
- iv. The drug addicts among the student community need intensive----- (council, counsel).
- v. Ram's royalty is a desirable -----to his low salary (complement, compliment).

- vi. When the umpire pleaded "-----please" every body obeyed(quiet, quiet).
 - vii. No government is able to contain the -----in billion trade in India (racquet,racket).
 - viii. The man walked down the road with his dog running at his ----- (heals, heels).
 - ix. Hotel Taj employs efficient---- (valets, wallets).
 - x. The Professor questioned the graduate student whether he had really read all the references that he had-----in the latter's thesis (sighted,cited) .
3. Illustrate the inverted pyramid style of a news story.
4. Explain the characteristics of a 'Feature Article.'

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

2X15=30marks

1. Write a FEATURE article on any topic of your choice or write a FILM REVIEW of any film you have watched recently.
2. Applying the parameters of Feature Writing, write a feature article on "Harassment of Women in India."
3. Applying the parameters of advertisement analysis, critically analyze any 'Smart Phone' advertisement that you are familiar with.
4. Convert the given NEWS STORY into a snippet:
