



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

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

FIRST SEMESTER – NOVEMBER 2016

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

Date: 09-11-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

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

**(8x5=40)**

- 1) What are the elements of a screenplay format? Write a scene by using the elements.
- 2) What are the four needs of a scene writing?
- 3) What is the significance of 'Point of view' in a story?
- 4) How would internal and external conflicts lead a story?
- 5) What is AIDA? Explain with an example.
- 6) Define a feature and give its importance.
- 7) List out the key factors that are essential in scripting an article.
- 8) Differentiate between a snippet and a news story.
- 9) Why is an inverted pyramid style required to script an article?
- 10) Briefly explain an Advertorial with an example.

**SECTION-B**

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

**3x10=30**

11) Rewrite the following correctly:

- a) Do you know when your coming over?
- b) Can I have one of you're biscuits?
- c) Its snowing outside
- d) The sofa looks great with it's new cover
- e) We could of gone there today
- f) I would of done it sooner
- g) You should of said
- h) There are less cakes now
- i) A greater amount of people are eating more healthily
- j) She was better at it then him

12) **Proofread the following letter:**

Dear ViKas

welli had been in Mardrid for amongst a week nw it is a marvellous city filled with ancient and beautifull buildings some of them dates back to the middle ages! The first places I visting was the Prado it is the biggest art museium I had ever seen. It contain many paintings by Goya, El Greco, and the great Italian painter Titian I also visiting royal palace, which the king and queen lived for many years now. Retrio Park is my favourite place particularly enjoying taking a boat out on the lake. Many not speak English and very nice people. I am having a great opportunity to speak my Spanish.

Regards

Daniel.

13) Explain in detail Syd Field's paradigm and sequence approach.

14) Write a crime news story on – Young woman – molestation – three men – cab – Police – arrest.

**SECTION-C**

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

**(2x15=30)**

15) Explain any three types of advertising and write a copy to each. (Visual not necessary)

16) Transcribe the line into a feature story.

*90% of the world is breathing polluted air: WHO*

(or)

*Stressed for Success*

17) Write a critical review of any one of the movies you watched either Tamil or Hindi.

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