

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



**U.G. DEGREE EXAMINATION – ALLIED**

**SECOND SEMESTER – APRIL 2022**

**UVC 2301 – WRITING FOR MEDIA**

**(2019,2020 – BATCH ONLY)**

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION A**

**Answer all the following questions**

**10X2=20 marks**

1. Plot
2. Over crowd of thought
3. Encoding
4. Character
5. Metaphor
6. Communication
7. Dialogue
8. Slogan
9. Jingle
10. Scene

**SECTION B**

**Answer any Five of the following question.**

**5X8=40 marks**

11. Describe the communication process.
12. Explain the role of media on society
13. Elaborate the steps to be followed while writing
14. Describe the elements of short story
15. Explain the influence of media on youth with examples
16. Describe characterization
17. Explain plot structure

**SECTION-C**

**Answer any two of the following question.**

**2X20=40 marks**

18. Describe the importance of BGM of films
19. Write a review of a film that you have watched recently
20. Write an essay on the process of (POW) Planning, Organizing and Writing
21. Explain dramatic personae of a film that you have watched recently

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