



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

FIRST SEMESTER – APRIL 2022

16/17/18UEL1AL02 – WRITING FOR MEDIA

Date: 28-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

I. Answer any eight of the following questions in about 75 words each: (8x5= 40)

1. Explain the concept of 'Hard News' and 'Soft News' with the help of an example.
2. What are the different types of advertisements today?
3. Distinguish between traditional media and new media.
4. State the characteristics of a 'lead paragraph' in a news report.
5. What are the different types of fact-based and opinion-based columns in a newspaper?
6. The internet has made the world a 'global village'. Comment.
7. What are the characteristics of a good newspaper headline? Give an example.
8. Mention any four points a journalist must remember before conducting an interview.
9. Define the 'Inverted Pyramid' style of writing.
10. Explain 'fake news' and cite some recent examples.

II. Answer any four of the following questions in 250 words each: (4x15= 60)

11. Write an Opinion Column on your assessment of COVID-19.
12. Create an advertisement for an interesting product you wish to market. Highlight the USPs or best features of your ad and the persuasion techniques you have used.
13. Discuss the guidelines for writing news for the radio and television. Write a two-page news script of your own for the radio or television.
14. Social and professional networking sites are ever-growing today. Discuss their types as well as advantages and disadvantages.
15. Discuss the different types of advertisements and their objectives. Also, highlight their disadvantages.
16. Write an imaginary interview exchange between yourself and a Social Media Influencer, where you discuss the effects of social media on the youth and the future of the digital age.

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