

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



**U.G. DEGREE EXAMINATION – ALLIED  
FIRST SEMESTER – NOVEMBER 2019  
17UEL1AL02 – WRITING FOR MEDIA**

Date: 04-11-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION- A**

- I. Answer **any six** questions in about 75 words each: (6x5=30)
1. What is the role of an Editor? Why is it essential?
  2. Define Public Service Announcements or PSAs using two examples.
  3. What do you understand by the term 'Reviews' in newspapers? Explain its importance.
  4. What is an advertorial? Explain with the help of an example.
  5. Define 'Snippets' and 'Leads' in news writing.
  6. What is 'Script Writing', according to you? Cite a suitable example.
  7. Mention four important qualities of a good advertisement.
  8. Where is the AIDA principle used? What does AIDA mean?
  9. Differentiate between 'hard news' and 'soft news'. How would you write a good headline?

**SECTION- B**

- II. Answer **any four** of the following in about 150 words each: (4x10= 40)
10. What are the various types of Script Writing? Explain any one theory of Script Writing.
  11. Explain the 'Inverted Pyramid Structure' of News Writing with the help of a diagram.
  12. Discuss different kinds of advertisements, using examples? Explain their importance today.
  13. What are the 'new' forms of media, in the digital revolution today? How can you contribute towards responsible reporting?
  14. Discuss the term 'Feature Story', using examples . What are the steps you will follow to write your own Features?
  15. Media is called the 'fourth estate' or the fourth pillar of democracy. Do you agree? Explain your views and highlight the problems faced by the media today and suggest at least two solutions.

**SECTION- C**

- III. Answer **any two** of the following questions each: (2x15=30)
16. Present a detailed film review of your latest favourite or a newly released film.
  17. Create an effective advertisement on **any one** theme given below:
    - a) 'Save Earth'    b) 'Peace'.

Use a winning headline, catchy logo, slogan, precise body copy and a memorable by-line for it.

Also, explain your advert to the audience.

18. Write a script (Radio/ Television/ Anchoring) on any programme of your choice. Mention the type of script and the name of your programme at the beginning.
19. Write a Letter to the Editor in a reputed newspaper, about traffic issues in your area, faced by commuters (including you) on a daily basis.
20. Have you read a great book recently? Write your book review for it, for a popular magazine.

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