



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

**B.M.M. DEGREE EXAMINATION – ANIMATION**

**FOURTH SEMESTER – APRIL 2017**

**MM 4500- WRITING FOR MEDIA**

Date: 21-04-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer all of the following in around 50 words**  
**10x2=20 Marks**

1. Clarity
2. Editing
3. Inverted pyramid
4. Narrative
5. Bias
6. Expository writing
7. Autobiography
8. Storyboard
9. Voiceover (VO)
10. Obituary

**PART-B**

**Answer any five of the following in around 200 words 5x8=40 Marks**

11. What are the essential characteristics of an autobiography?
12. Discuss the difference between a daily Newspaper and Magazine.
13. How do you write a radio advertisement?
14. What do you understand by documentary film? What is the importance of research in its production?
15. Why do you want simplicity and clarity in your new video stories?
16. What are the basis for writing online news?
17. How do you write a television show script?

**PART-C**

**Answer any Two of the following in around 400 words 2x20=40 Marks**

18. Enumerate the structure for plotting a short story, with relevant examples.
19. Write a news article and a Television News script about “script writing workshop” that happened your college
20. Write a three minutes voicer (story with just a reporter speaking) for the following topics (a) Main headlines of the day (b) State news (c) National news
21. Write a script for an animated cartoon.

