



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M.DEGREE EXAMINATION – ANIMATION

FOURTHSEMESTER – APRIL 2018

MM 4500- WRITING FOR MEDIA

Date: 09-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each

10 x 2 =20

1. Byline
2. Tabloid
3. Audience
4. Comma
5. Ambiance or ambient sound.
6. Beat
7. Off the record.
8. Magazine.
9. Investigative Journalism
10. Kerning

PART B

Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Name the news writing structure used in print media.
12. Describe the purpose of Radio writing.
13. Explain the Fundamentals of editing news.
14. Enumerate four characteristics of Television writing.
15. What is significance of writing in media environment?
16. Explain the importance of news value.
17. What are the rules of journalistic interviewing that make it different from just conversation?

PART C

Answer any TWO questions in about 400 words each

2 x 20 =40

18. What is the job of media writers?
19. What are the basics of good Photo Journalism?
20. How are media release drafted?
21. Explain the different types of News Sources.

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