

S.No. 3269

P 16 VC 21

(For candidates admitted from 2016–2017 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Visual Communication

WRITING FOR THE MEDIA

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL the questions.

1. Inverted Pyramid Structure.
2. Descriptive Lead
3. What is Blooper?
4. Define Byline
5. Yellow Journalism
6. Embargo
7. New Media
8. Freedom of Press

9. Copy Writer

10. Fact Checking

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the importance of deadline in media industry.

Or

(b) What are the different types of news sources? Explain with examples.

12. (a) What is the importance of authenticity in news sources?

Or

(b) What is fake news?

13. (a) Write a nature and scope of script in broadcast media. Explain.

Or

(b) What is the role of an anchor? Write the difference between anchor and news reader.

14. (a) Write a 30 second Television commercial script.

Or

(b) Write an Editorial about Covid-19 pandemic.

15. (a) What are the key concepts of mass media? Explain.

Or

(b) How to prepare yourself for interviewing the Health Minister in current scenario.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Discuss the distinction between information features and news features.

17. Discuss different types of narration techniques used in television.

18. Differentiate between Misinformation, Disinformation, and Fake News.

19. What things should be kept in mind while writing for an advertisement? Discuss.

20. Write short notes on blogging and YouTube and also discuss these two from the perspective of commercial uses.