****

Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BA VISUAL COMMUNICATION– IV SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**SUPPLEMENTARY**

VC 4217 Writing for Media

Time- 2 ½ hrs Max Marks-70

**PART A**

**I Answer six of the following in 150-200 words. (6x5=30)**

1. Write a brief review of any film of your choice.
2. Explain the relevance of a media pitch.
3. With the help of suitable examples explain persuasive and influencing writing for PR.
4. State the relevance of creative briefs in writing for advertising.
5. What are advertorials and marketing pieces?
6. Bring out the difference between captions and taglines in an ad copy.
7. Explain what a product campaign is.

**PART B**

**II. Answer in 350-500 words. All answers are compulsory (4x10=40)**

1. Discuss three situations where new media has been used extensively for a product launch. The answer should discuss the techniques of reaching out to the target audience. Use examples to discuss the answer.
2. Write content for the following:- i) Popular television programme ii) a game show of your choice
3. Write a promotional copy for a product of your choice. The copy should highlight the USP of the product, brand credibility and value.
4. Explain any 5 factors that explain a PR strategy. Give suitable examples