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Register Number:

DATE:

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

**BA VISUAL COMMUNICATION– IV SEMESTER**

**END SEMESTER EXAM: JULY 2022**

VC 4219 Writing for Media

Time- 2 ½ hrs Max Marks-70

**PART A**

**Answer 6 of the following in 300 words. All answers carry equal marks 6x5=30**

1. What is a review? Write a brief review of any film of your choice.
2. Explain the purpose of a press release. Give an example.
3. With the help of suitable examples explain blogging and micro-blogging.
4. State the relevance of media pitches for agencies.
5. What are advertorials and marketing pieces?
6. Bring out the difference between captions and taglines in an ad copy.
7. Explain product campaign.

**PART B**

**Answer the following in 500 words. All answers are compulsory 4x10=40**

1. Discuss three situations where new media has been used extensively for managing a crisis situation. The answer should discuss the techniques of reaching out to the target audience to provide answers for the crisis management. Use examples to discuss the answer.
2. Write a content for the following:- i) Women and children’s 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 an advertising strategy. Give suitable examples.