



Register Number:

DATE:20-11-2020

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27

B.VOC. DIGITAL MEDIA AND ANIMATION – III SEMESTER

END SEMESTER EXAMINATION – NOVEMBER 2020

VOA 3120 : WRITING FOR MEDIA

Time: 2 1/2 Hours

Max Marks: 70

This question paper has ONE printed page and THREE parts

(Write the answers clearly, precisely, and to the point. Keep strictly to the principles of journalistic writing. Answers submitted in point form will not be marked.)

I. Write short notes on any FIVE of the following in 100 words each. (5X5=25)

1. PR proposal
2. Optimising content for the Search Engine
3. A lead with an example
4. Client pitch
5. A hashtag with an example
6. Linear sequence

II. Answer any THREE of the following in 300 words each. (3X10=30)

7. 'Persuasion as a communication strategy is not always a clear, linear process. It is complex, and involves discovery, preparation, and dialogue'. Elaborate the statement.
8. What are the elements one has to keep in mind while writing for social media?
9. Name different types of captions and their relevance.
10. 'Writing for Television differs from writing for print'. Elaborate the statement with an apt example.

III. Answer any ONE of the following in 500 words. (1X15=15)

11. Write a Press Release from the department of health and family welfare on the present status of Covid 19 pandemic.
12. What is a film review? Write a review of any Indian film released in 2020.

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