

Register No:

Date:17-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU– 27**

**BA Visual Communication – IV SEMESTER**

**SEMESTER EXAMINATION – April 2017**

**VC 4215 Writing for Media**

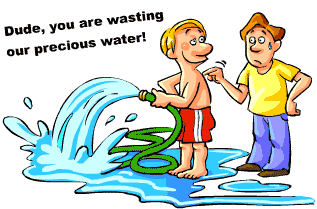
**Time: 2 ½ hours Maximum marks: 70**

**This question paper has TWO printed page and TWO parts**

1. **Answer any FOUR questions in about 300 words each. (4 x 10 = 40)**
2. Give an account of the historical developments of writing
3. Explain the different formats of radio programs.
4. Describe the various types of visitors on the web?
5. What content usually goes into an agency brief? Explain.
6. What is a media kit? What information does it consist of?
7. **Answer any TWO questions. Refer to the instructions carefully in each case**

**(2 x 15 = 30)**

1. Look at the following image. Develop a radio advertisement for 30 seconds with all the required ingredients for a radio programme. Also, write a 60 word reason for putting your message into the advertisement.



VC-4216-A-17

1. Look at the following image. Develop an idea and create a print advertisement with your own tagline and explanation of the product. Also explain the **proposition** of the advertisement and **tone and impression** of the brand in 50 words each.



1. Prepare a media pitch inviting editors and writers to attend the launch of the following website. The content of the pitch should consist of 250 words, with the correct format of salutation and logical flow of content.

www.savegreenbengaluru.org

**About the Organization: Save Green Bengaluru is a Non Profit Organization that focuses on various environment related aspects such saving trees, monuments and the rich culture and heritage of Bengaluru. The office is situated at # 21, 3rd main, Langford Road, Bengaluru – 560027.**

**The website will be launched on April 27th, 2017.**

**Time: 10:00 am**

**Other activities: Sale of eco-friendly items from prominent brands with discounts ranging from 25 to 50 %**

VC-4215-A-17