DATE: 13-4-19



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

**END SEMESTER EXAMINATION: APRIL 2019**

**BA VISUAL ARTS – IV SEMESTER**

VC 4215: Writing for Media

**Supplementary candidates only.**

**Attach the question paper with the answer booklet**

Time - 2 ½ hrs Max Marks - 70

**This paper contains ONE printed page and THREE parts**

1. **Write short notes on any FIVE of the following in 100 words each. (5X6=30)**

1. Branding

2. Variety show

3. Media kit

4. Media pitch

5. Crisis communication

6. Plain talk vs. short talk on radio

1. **Answer any FOUR of the following questions in 300 words each. (4X10=40)**

7. Write content for a website home page of any ONE of the following organisations:

(a) A custom T-shirt design company

(b) A pet adoption centre

(c) Mountain bicycle retailer

8. Write a press release inviting the media to attend the launch of ONE of the following products in Bengaluru:

(a) Amazon Echo

(b) iPhone 7 Plus

(c) Samsung’s Gear 2 Smartwatch

9. Design a print ad for any one of the following issues:

(a) Texting and driving

(b) Water conservation

(c) Planting a tree

10. What is the difference between blogging and microblogging? What are the platforms used for each?

11. What is the difference between writing for TV and radio? What are the guidelines that must be kept in mind while scripting for each? Substantiate with suitable examples.

VC 4215-B-17