

SYBAMMC/SEM IV/REGULAR/WRITING & EDITING FOR MEDIA

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with Internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

- Q.1 Explain the following concepts. (Any five) (15)**
- (a) News Flash
 - (b) Hyperlinks
 - (c) Deck
 - (d) Code mixing
 - (e) Podcasting
 - (f) Storyboard
 - (g) Anchors
 - (h) Media alerts
- Q.2 Answer the following questions. (15)**
- (a) Explain in details the steps in Copywriting process.
 - (b) Explain News values according to the Galtung & Ruge model.
- OR**
- Q.2 Answer the following questions. (15)**
- (a) Describe the 'Design elements' in detail.
 - (b) Explain the types of feature writing.
- Q.3 Answer the following questions. (15)**
- (a) Elaborate on the steps for writing advertisement through e-mail.
 - (b) What is the role of writing in Public Relations?
- OR**
- Q.3 Answer the following questions. (15)**
- (a) What are the major stages in Script writing process?
 - (b) Write a note on 'Gutenberg principle'.
- Q.4 Answer the following questions. (15)**
- (a) Explain various types of Reviews.
 - (b) Explain the basic structure of effective marketing video.
- OR**
- Q.4 Answer the following questions. (15)**
- (a) Describe the importance of proof reading in ad copy.
 - (b) Give difference between Hard news and. Soft news.
- Q.5 Write a short note. (Any five) THREE (15)**
- (a) Blogging ethics
 - (b) News sense
 - (c) Content Management System [CMS]
 - (d) Types of editorials
 - (e) Style books in India

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