

SYBAMMC/SEM IV/ WRITING & EDITING FOR MEDIA SET 2

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 value
 - (b) Copyrights
 - (c) Press Release
 - (d) Review
 - (e) TVC
 - (f) APA Style
 - (g) Soft News
 - (h) Feature
- Q.2 Answer the following questions. (15)
- (a) How to check headline/sub headline?
 - (b) What are the core elements in writing for newspaper?
- OR
- Q.2 Answer the following questions. (15)
- (a) What are the various programme formats?
 - (b) Explain Leads, nut shelling and story structure.
- Q.3 Answer the following questions. (15)
- (a) Explain the strengths and weaknesses of Radio.
 - (b) Writing a television script for government ads
- OR
- Q.3 Answer the following questions. (15)
- (a) What are the characteristics of media writing skills?
 - (b) How to write an editorial or process of writing editorial?
- Q.4 Answer the following questions. (15)
- (a) How to write for Advertisements through Email and SMS
 - (b) What are the major stages in script writing process?
- OR
- (C) Write a blog on fashion tips for summer season (15)
- Q.5 Write a short note. (Any five) (15)
- (a) Live News
 - (b) Storyboard
 - (c) News flash
 - (d) Radio Jockey
 - (e) Micro Blogging

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