

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

TECHNIQUES OF WRITING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Emphasis.
- 2 What are the five features of effective writing?
- 3 Denotation.
- 4 Importance in news writing.
- 5 Objective of symbolic communication.
- 6 What are the different types of documentary?
- 7 Audience.
- 8 What is meant by gatekeeping?
- 9 Scientific writing.
- 10 What is meant by interactive writing?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain persuasive writing with examples.
OR
b Discuss some of the readability techniques used in creative writing.
- 12 a What are the important points to be remembered for writing in new media?
OR
b What is the role of a script writer for a television serial?
- 13 a 'Creative writing is an art for attracting audience'. Discuss.
OR
b Discuss a various formats of techniques to write women programme in television.
- 14 a 'Short film writers tend to reach the mass audience recently'. - Argue.
OR
b Explain the types of format followed by writers for children's magazine.
- 15 a 'Scientific writing involve more data rather than concepts'. Agree or disagree with reasons.
OR
b Write a short note on effective business communication for a magazine.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Trace the origin of language and its essence in communication. -
- 17 Discuss the techniques involved in editing for television programmes.
- 18 Explain the different types of format involved in feature writing.
- 19 Write a short script for a children programme to be broadcast.
- 20 Illustrate the importance of technical skills for e-writing.