

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

TECHNIQUES OF WRITING

Time : Three Hours '

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

L questions carry EQUAL marks (10 x 2 = 20)

- 1 Mother Tongue.
- 2 . Gesture.
- 3 Slogan.
- 4 Proof reading.
- 5 Denotation.
- 6 Business writing.
- 7 Soft news.
- 8 \* Spec writing.
- 9 Sequence.
- 10 Lead.

SECTION - B 125 Marks)

Answer ALL Questions

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

- 11 a What are the salient features of effective writing?  
OR  
b How are persuasive writing structured?
- 12 a What are the elements of effective communication?  
OR  
b What are the features of writing for radio? •
- 13 - a Discuss the formats involved in writing a programme for women in television.  
OR  
b \* Explain the different types of 'Non-Narrative' structure.
- 14 a Write a note on 'Lead' in newspaper.  
OR  
b What are the techniques involved in writing for an interview? Explain.
- 15 a Write a note on the importance of gate keeping.  
OR  
b Write a note on 'treatment' in creative writing.

SECTION - C 130 MarksY

Answer any THREE Questions

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

- 16 Explain the four types of writing styles.
- 17 What are the 7 C's of communication? Explain.
- 18 Differentiate narrative and non-narrative writing.
- 19 What are the techniques involved to develop effective business writing style?
- 20 What are the guidelines to be followed in 'Finance writing'? Explain.