

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2017
(Second Semester)

Branch - **VISUAL COMMUNICATION**

TECHNIQUES OF WRITING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is writing?
- 2 What is effective writing.
- 3 What is readability?
- 4 What is writing for media?
- 5 What is technical writing.
- 6 What is writing for children.
- 7 What is writing for news?
- 8 What is creative writing.
- 9 Write the types of writing.
- 10 What is writing a story?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Write a short note on origin of language.
OR
b Write the techniques of readability.
- 12 a List out the techniques involved in writing for a radio jingle.
OR
b Explain how writing for newspapers is important today?
- 13 a Write the special features of technical writing.
OR
b How business writing helps effective business communication?
- 14 a What is synopsis? How synopsis gives a view of the whole story in short? Explain.
OR
b How to write the content for voice-overs in documentary film making?
- 15 a Explain how cover stories are written in magazines.
OR
b How technologies in new media improve our writing skills in our language?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Write the important values of written communication today.
- 17 Explain writing about programmes in television, radio and print
- 18 Write the techniques of writing for women, children and science in print media.
- 19 How to write content for documentary films?
- 20 How authors and reporters in journalism make use of new technologies in