

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2019
(Second Semester)

Branch - **VISUAL COMMUNICATION (ELECTRONICS MEDIA)**

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 Columns.
- 2 Editorials.
- 3 Byline.
- 4 Deadline.
- 5 Morgue.
- 6 Scoop.
- 7 Tabloid.
- 8 Source.
- 9 Lead.
- 10 Copy editing.

SECTION - B (25 Marks!)

Answer **ALL** Questions

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

- 11 a How does online writing differ from newspaper writing?
OR
b What are the distinctive features to remember while writing crime stories?
- 12 a Explain the structure of Inverted pyramid story.
OR
b What elements should be part of a lead?
- 13 a Describe the different kinds of Interviews.
OR
b What are the different types of questions that a journalist can ask during an Interview?
- 14 a What are Human Interest stories?
OR
b What are Narratives?
- 15 a What are some of the rules for writing good broadcast copy?
OR
b What is a soft lead? Give an example.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Write a script for a radio play for 5 minutes on water scarcity.
- 17 Write a script for a TV ad for 2 minutes on traffic rules.
- 18 Write a script for a radio feature for 5 minutes on 'Education' for children as Target audience.
- 19 Describe the principles of simple language in writing.
- 20 Explain the importance of Interviewing.