

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

Branch - **VISUAL COMMUNICATION**

TECNIQUES 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 Readability.
- 2 Narrative Writing
- 3 Plot.
- 4 Creative Writing.
- 5 Business Writing.
- 6 Technical Writing
- 7 Writing for Voice over
- 8 Inverted pyramid style.
- 9 Feature story writing.
- 10 List out 2 women magazines.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Describe the techniques of readability.
OR
b Explain the different types of writing.
- 12 a Explain the writing styles of print media
OR
b Explain effective writing techniques with examples.
- 13 a Describe the writing methods for women magazines.
OR
b Explain the preliminary works of Economic news writing.
- 14 a Describe the impacts of creative writings.
OR
b Explain the interview writing techniques in Print media.
- 15 a Explain the narrative style of writing.
OR
b Differentiate the writing styles of Newspaper and Magazines.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the history and origin of language in India.
- 17 Discuss about the various types writing with examples.
- 18 Explain the creative ideas used in children magazines.
- 19 Explain the preliminary works of documentary script writing.
- 20 Describe the style and impacts of magazine writings.