

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 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 Origin of writing.
- 2 Expository writing.
- 3 Fact-checking.
- 4 Revise.
- 5 Science writing.
- 6 Freelance writing.
- 7 Pyramid style.
- 8 Editorial.
- 9 Short film screenplay.
- 10 Radio script format.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain about expository and descriptive writing with example.
OR
b Explain the importance of structure and sentence making in writing.
- 12 a Explain the basics of writings for Radio.
OR
b Describe the formats of writing of Television programme.
- 13 a Describe the writing styles for business magazines.
OR
b Explain about the knowledge of science reporter or writer.
- 14 a Explain the process of effective screenplay writing.
OR
b Explain the writing methods for a documentary before shooting.
- 15 a Describe the magazine feature writing styles.
OR
b Explain the technological advancement in writing and reproduction fields.

SECTION-C (30 Marks)

Answer any **THREE** Questions

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

- 16 Explain expository, descriptive, persuasive and narrative types of writing with example.
- 17 Describe the needs and functions of Television script.
- 18 Explain the impacts and profits of business writing with examples.
- 19 Write a detailed script for your short film with your own theme.