

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

**BSc DEGREE EXAMINATION DECEMBER 2023
(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 (10 x 2 = 20)

1. Expository writing.
2. Hieroglyphs.
3. Editing.
4. Traditional media.
5. Target audience.
6. Scientific writing.
7. Scriptwriting.
8. Documentary.
9. Feature writing.
10. Magazines.

SECTION-B (25 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (5 x 5 = 25)

11. a. What are the earliest known writing systems and their purpose and development?
(OR)
b. Explain readability and its importance in written communication.
12. a. Illustrate inverted pyramid structure of news articles.
(OR)
b. Discuss the characteristics of web as a medium.
13. a. Write a motivational story for teenagers.
(OR)
b. Compare and contrast persuasive writing with descriptive writing.
14. a. Elucidate different types of interviews.
(OR)
b. Discuss the importance of creative writing in short films.
15. a. Explain how writing for newspapers is different from writing for magazines.
(OR)
b. Write a short story for children employing narrative writing style.

SECTION-C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** marks (3 x 10 = 30)

16. Outline the evolution of language from its origin.
17. Discuss the differences between writing for Print, Radio, Television and Web.
18. Explain the significance of business writing and technical writing.
19. Describe the commonly used news formats in Radio and Television.
20. Elaborate the impact of new technologies on language.

Z-Z-Z

END