

END TERM EXAMINATION

FIRST SEMESTER [BA (JMC)] NOVEMBER-DECEMBER 2018

Register Code: BA(JMC)-109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

Instruction: Attempt any five questions including Q no. 1 which is Compulsory.

Write short notes on any three of the following: - (5x3=15)

- (a) Ethics in Media Writing
- (b) Writing Mechanism
- (c) Maintaining Digital Databases
- (d) Blogs
- (e) APA style of writing
- (f) Column Writing
- (g) Narrative
- (h) Audience Analysis

Is writing an art or craft? Describe the fundamentals of media writing. (15)

What is ABCD of Media Writing? How can clarity be ensured? (15)

Describe the steps involved in the writing process for News for Print Media (15)

Describe the steps involved in writing for Non News media for electronic media. (15)

Describe the steps involved in writing for Non News media for electronic media. (15)

Diff b/w writing for SM Platform to writing for traditional Print Media

Describe the guidelines that should be kept in mind while doing accurate translation. What is the scope of Translation in Indian Media? (15)

(Please write your Exam Roll No.)

Exam Roll No.

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Paper Code: BAJMC-109

Subject: Writing Skills

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. Write notes on any two: (7.5x2=15)
- (a) Paragraph Writing
 - (b) APA Stylesheet
 - (c) Audience Analysis
 - (d) Translation
- Q2. What is ABCD of writing? How can brevity be achieved in media writing. (15)
- Q3. Write short notes on: (15)
- a) Ethics in Media writing
 - b) Social Networking Sites
- Q4. What is a column? How is it different from a news story (15)
- Q5. Describe the steps involved in online writing process. (15)
- Q6. Differentiate between writing for news for online media and writing for Print media. (15)
- Q7. How is digital database more user friendly than the traditional paper one? Discuss. (15)
