



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

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Course Code: BA(JMC) 109

Course Name: Writing Skills

**Unit I**

1. Is writing an art or a craft? Explain with suitable examples.
2. What Is ABCD of writing? How can brevity be achieved in media writing?
3. Differentiate between writing news for print media and online media.
4. Why is grammar and vocabulary important in media writing? Explain
5. What are types of media writing? Explain writing to persuade.
6. Explain ethics in media writing with suitable examples.
7. Write short notes on the following:
  - a. Writing to inform
  - b. Writing to persuade
  - c. Writing to entertain
  - d. Discernment of events
  - e. C in ABCD of media writing

## Unit II

1. Write the steps involved in online writing process?
2. What is the purpose of brainstorming for ideas? Share some tips for brainstorming.
3. Explain APA style of writing. How to write headlines when following APA style 7<sup>th</sup> edition guidelines?
4. What the effective ways to open an argument/narrative?
5. What is audience analysis? Why is it important when writing for media?
6. What is a column? How is it different from news story?
7. Write short notes on the following:
  - a. Idea organization
  - b. How to write an effective summary?
  - c. Essentials of a good paragraph construction
  - d. Characteristics of a good essay

### **Unit III**

1. How is digital database more user-friendly than the traditional paper one? Discuss.
2. What are the characteristics of a good e-correspondence?
3. Write the difference between writing for social media platforms and print media.
4. When it is not appropriate to use e-mail as a form of correspondence?
5. What are blogs? How are they different from articles?
6. List some great ways to improve your social media presence.
7. Write short notes on the following:
  - a. Social media writing skills
  - b. Social networking sites
  - c. Maintaining digital databases
  - d. Use of emoticons

## **Unit IV**

1. Describe the translation process from English to Hindi and vice versa.
2. What is the scope of translation in Indian media?
3. What do you understand by transcreation? Explain with suitable examples.
4. What is transliteration and how is it different from translation?