

(Please write your Exam Roll No.)

END TERM EXAMINATION

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

Paper Code: BA(JMC)-109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

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

Q1 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

Q2 Is writing **an art** or **craft**? Describe the fundamentals of media writing. (15)

Q3 What is ABCD of Media Writing? How can clarity be ensured? (15)

Q4 Describe the steps involved in the writing process for News for Print Media (15)

Q5 Describe the steps involved in writing for Non News media for electronic media. (15)

Q6 Describe the steps involved in writing for Non News media for electronic media. (15)

Q7 Describe the guidelines that should be kept in mind while doing accurate translation. What is the scope of Translation in Indian Media? (15)
