

END TERM EXAMINATION

FIRST SEMESTER [BAJMC] FEBRUARY 2023

Paper Code: BA(JMC) 109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on **any three** of the following: - (5x3=15)
- (a) ABCD of media writing
 - (b) Ethics in media writing
 - (c) Blogs
 - (d) Column Writing
 - (e) Emoticons
 - (f) Transliteration

UNIT-I

- Q2. Compare and contrast writing for news and non-news media. Give relevant examples. (15)

OR

Explain in detail the Fundamentals of media writing.

UNIT-II

- Q3. Describe in detail the writing mechanism along with examples. (15)

OR

Audience Analysis is integral to process writing. In the light of this statement explain the steps involved in process writing.

UNIT-III

- Q4. What are writing skills required for social media networking sites. (15)

OR

Social media is diluting language skills. Comment. How is social media changing language knowledge?

UNIT-IV

- Q5. What is translation? Write a detailed note on different types of translation (15)

OR

Examine critically the need and significance of translation in media.
