

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G.)**

**5 Year Integrated UG/PG Mass Communication 1<sup>st</sup> Semester  
Paper-2<sup>nd</sup> (Writing For Mass Media)**

Time: 03 Hours

Max. Marks: 60

**AS-2746**

**Question 1: Objective type questions:**

- (i) - c - Editorial
- (ii) - c - Aaj Tak
- (iii) - b - Audio Visual
- (iv) - c - Dada Saheb Falke
- (v) - c - Salim & javed
- (vi) - d - All of the Above
- (vii)- a - Studio
- (viii) - d - All of the above
- (ix) - d - All of the above
- (x) - d - All of the above

**Descriptive type questions**

**2. Discuss on the Methods of effective writing.**

In the answer of this question-following things are required -:

Firstly about the brief focus on Principals of Media writings

- i) Intro of Media and their characteristics
- ii) Media writing grammar
- iii) Target Audience
- iv) Dead line
- v) Script writing

Secondly the methods of effective media writings

Subject

Research

Format

Continuity

Audio-Visuals & Print essentials

Language

Grammar (print/visual)

Etc, with suitable example.

### **3. Discuss various steps of feature writing?**

Definition of feature in briefs its characteristics then various steps like:-

Selection of subject

Collection of related materials (figure & facts)

Planning i, heading ii, pictures (photographs, image)

Structure: - introduction or establishment of topic/subject, description, conclusion

### **4. Prepare a profile of any VIP person or Institute.**

Details of the vip person or institute (image/photograph if possible)

Research of reason for news (like any reward, award, crime, punishment, achievement, etc)

Interview if possible

Then profile according to space provided in a media language.

### **5. Discuss various styles of news writing**

Pyramid, Inverted pyramid, Etc

Use of 5W and 1H,

Structure of News (Heading, Intro, Lead, Body, End)

## **6. Discuss various programmes of T.V**

News, Soap Operas, Films, Cartoon, Advertisement, Special audience programme

Reality shows, Plays, Documentary, Chat-shows, Interviews, Musical Programmes, Etc

## **7. Write short note on the following:**

i) Reality show

Definition of Reality Shows with Types and examples

ii) Talent hunt programme

A brief explanation of these types of programmes with suitable examples.

Use & necessity of these types of programmes

## **8. Write short note on the following:**

i) Commercials

Definition, use (why it is necessary for channels & advertisers & consumers), exp

ii) Talent hunt programme

A brief explanation of these types of programmes with suitable examples.

Use & necessity of these types of programmes

**Sudhir Kumar (Asst.Professor)**

**Deptt.Of Journalism & Mass Communication**

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