

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER-2012

Paper Code: BJMC101

Subject: Writing for Media
(Batch: 2009 Onwards)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions. Internal choice is indicated.

1. Answer any two of the following:
 - a) What are the main differences between writing for print media and writing for ear?
 - b) Write a 50 word piece to promote your University to foreign students. This piece will be placed on a leaflet accompanying a video profile of the university.
 - c) Suggest two slogans to promote the city of Delhi as a destination rich in cultural and architectural heritage.

(7 ½ X 2)

2. Discuss the basics of media writing in detail.

OR

What is meant by 'Writing Simply'? What is its importance in writing for media? How to bring simplicity into one's writing style.

(15)

3. Explain in brief: (any three)
 - a) Importance of revision and editing in writing.
 - b) Logical sequencing
 - c) Breaking monotony on writing
 - d) Preparing the First Draft

(5 X 3)

4. What are the peculiarities of writing in different formats like Journals, Letters and Reports?

OR

Describe the process of translation in detail. Discuss different steps and detail out how the translator can maintain the originality of piece.

(15)

5. Describe different types of translation in detail. Also discuss their suitable uses for each.

OR

Discuss in detail the need, importance and norms of translation in journalism.

(15)