



PRESIDENCY COLLEGE

(AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

21C101.1Z

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END TERM EXAMINATION DECEMBER 2022

BCA - I SEMESTER

G2101.1Z: WRITING FOR MEDIA

Duration: 2 Hours

Max Marks: 60

Instruction: *Answers should be written in English only.*

PART-A

Answer **any EIGHT** questions. Each question carries **TWO** marks.

(8 X 2 = 16)

1. Give an example of a columnist and a column.
2. What is media literacy?
3. What is a headline?
4. What is a podcast?
5. What is FM?
6. Give examples of a News Channel.
7. Give examples of social media platforms.
8. Write a note on Instagram.
9. What is a letter to the Editor?
10. What is a vlog?

PART-B

Answer **any FOUR** questions. Each question carries **SIX** marks.

(4 X 6 = 24)

1. Explain any 2 types of journalistic writing.
2. What is a press release? Briefly state any three purposes of a press release.
3. Discuss any two principles of writing for radio.
4. Enumerate the best practices in social media usage to ensure the safety and security of the user?

5. Illustrate the format of a RJ script.
6. Write a Facebook post (not more than 50 words) announcing the IT Club event at your college.

PART-C

Answer **any TWO** questions. **Each** question carries **TEN** marks.

(2 X 10 = 20)

1. You have noticed many potholes on the road in your area. Write a letter to the editor drawing attention to this issue.
2. You are on the organizing team of your college IT Fest. Write a 200-word blog expressing your thoughts on the same.
3. Write a feature article on any television show or web series.
4. Write a podcast script for a tech-show.
