

Total No. of Pages : 

Register Number :

**7878**

Name of the Candidate :

**DIPLOMA EXAMINATION DECEMBER 2013.****(MASS COMMUNICATION)****140 — WRITING FOR MASS MEDIA**

Time : Three hours

Maximum : 100 marks

**SECTION A****Answer any FIVE questions.****(5 × 8 = 40)****Each answer not to exceed 200 words.**

1. Discuss the elements of language.
2. Define adjective and adverb with examples.
3. Discuss the features of profiles.
4. Discuss the different type of sentences.
5. Explain the various types of letters.
6. Analyse translation technique.
7. Explain media review.
8. What is flash? Give example.
9. What are the features of Narration?
10. Define the tense with examples.

**SECTION B****Answer any THREE questions.****(3 × 20 = 60)**

11. (a) Discuss the origin of writing.

Or

- (b) Explain the principles and methods of effective writing.

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12. (a) Illustrate the rules of Grammar in effective writing.

Or

(b) Discuss the features of Business writing and technical writing.

13. (a) Discuss writing for target groups is a part of creative writing.

Or

(b) Bring out the essential rules for writing articles.

14. (a) Write an essay on different types of review.

Or

(b) Analyse translation techniques.

15. (a) Write an interview between a reporter and a film direction.

Or

(b) Write a review of any cinema you have recently watched.

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