



Roll no.....

End Semester Examination, December 2024
Masters of Arts (Journalism and Mass Communication)

Semester-I
The Craft of Media Writing (SJM703A)

Time: 2.5 hrs.

Max Marks: 50

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 *Attempt any five questions.*

		2x5
(a)	What are the four main writing styles used in media writing? Explain one in detail.	[CO-1] [L-2] 2
(b)	Define digital media and explain its impact on contemporary societies.	[CO-2] [L-2] 2
(c)	Describe the process of brainstorming for media writing. Why is audience analysis important?	[CO-2] [L-2] 2
(d)	Explain how ethics influence media writing and provide an example of ethical writing in news.	[CO-3] [L-2] 2
(e)	What is meant by 'news values'? List and explain any two characteristics of news.	[CO-1] [L-2] 2
(f)	Explain the significance of 'editing' and 'formatting' in the writing process.	[CO-4] [L-2] 2
(g)	List two key components of social media writing etiquette.	[CO-5] [L-2] 2

PART-B

Q.2.	Explain the various writing styles used in media writing, providing examples of how each style influences media content. OR Explain the process of writing for online platforms, including social media, blogs and websites. Discuss the unique skills and strategies required for effective online communication.	[CO-3] [L-2] 10 [CO-3 & CO4] [L-2] 10
Q.3	Explain the essential steps in the media writing process from brainstorming and idea organization to editing and final formatting. OR Describe the process of translation, transliteration, and trans-creation in the context of Indian media.	[CO-4] [L-2] 10 [CO-4] [L-2] 10
Q.4	Analyze the role of ethics in media writing, focusing on the impact of biased reporting and misinformation. OR Explain the importance of APA style in media writing. Discuss how adhering to proper citation and formatting standards enhances the credibility of media work.	[CO-4] [L-2] 10 [CO-4] [L-2] 10
Q.5	Develop a media writing strategy for an upcoming digital campaign. How would you approach brainstorming, story development, editing, and formatting? OR Discuss the different types of media writing used in print and electronic media.	[CO-3 & CO4] [L-2] 10 [CO-3] [L-2] 10

