





2. Answer any three from the following questions

4×3 = 12

- (a) Describe the four basic concepts of Advertising.
- (b) Bring out the significance of Multimedia usage.
- (c) Describe briefly the role of a proof reader.
- (d) State briefly in what way the film different is from a novel.
- (e) What are the factors that should be emphasized while writing news for television?

3. Answer any three from the following questions

6×3 = 18

- (a) What is the aim of the 'Letters to the Editor' column?
- (b) Write a note on OB Van.
- (c) Why is television copywriting a complex process?
- (d) Give a detailed explanation of the Radio Current Affairs Programme by laying emphasis on its features.
- (e) Write a feature article on 'Tourism in Assam'.

4. Answer any four from the following questions

10×4 = 40

- (a) 'The editorial is the soul of a newspaper'. Discuss.
- (b) Make an attempt to write a review of a book that you have read recently.
- (c) Comment on the language and style of Indian media.
- (d) 'Words are the basic building blocks of journalism'. Elucidate the above statement.
- (e) What is cyber media? What are the features of cyber media?
- (f) Prepare a television news copy on an important happening in your locality keeping in mind the basic principles of TV news writing.