

**ST. JOSEPH'S COLLEGE (AUTONOMOUS)**  
**BVOC VISUAL MEDIA AND FILMMAKING - I SEMESTER**  
**MID-SEMESTER TEST - AUGUST 2019**  
**VOF 1319: WRITING FOR MEDIA**

Time: 1 hour

Max Marks: 30

This paper has ONE printed page and TWO parts

- I. Write short notes on any FOUR of the following in 100 words each:  
(4 x 5 = 20)
1. Advertising
  2. Ad Proposition
  3. Segue, Voice Over, SFX, F.M. and Vox Pop
  4. Propaganda
  5. Target Audience
- II. Answer the following question (Compulsory) (1 x 10 = 10)

Prepare a radio script for not more than 1 minute on mineral water. You can create your own brand name for the product.