

Registration No:

Date & session:3-12-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**BVOC DIGITAL MEDIA AND ANIMATION – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(EXAMINATION CONDUCTED IN DECEMBER 2022)**

**VOA 3121: WRITING FOR MEDIA**

**Time: 2 hours Max Marks: 60**

**This paper contains ONE printed page and TWO parts**

1. **Answer any FOUR in 100 words each: (4 x 5 = 20)**
2. What are press releases? When are they prepared?
3. Elucidate the use of story board. When is it used and why? Sketch an example of a story board.
4. Write a note on demographics and psychographics to determine target audience.
5. Elucidate different types of documentaries.
6. What is crisis? What are the ways to respond to the media during a crisis?
7. What is search engine optimization? How does it work?
8. **Answer ALL FOUR questions. Follow instructions in each case: (4 x 10 = 40)**
9. Prepare a story board for a 30 second advertisement. The storyboard must entail a desired format.
10. Write a radio script for a 30 second advertisement entitled ‘Aroma Tea Bags’. The script must have a tabular format. Explanations to the SFX must be given in detail wherever required. **Marks will be deducted for answers without a format**.
11. On a fresh page write a press release incorporating the following details.

Event: Bengaluru Habba (Bangalore Festival)

When: 02 December 2022 to 03 December 2022

Time: 10 AM onwards

Venue: Palace grounds

* This is an annual festival organized by a collective of film societies and colleges in Bengaluru.
* Actor Yash and his wife Radhika Pandit – Kannada cine stars will inaugurate the event as guests of honor. They will speak on the importance of local flavours and Bengaluru culture.
* Stalls selling flavourful foods, cosmetics, clothes, and gift items will be set up
* Kannada Film Industry celebrities will be present to visit as well.
* Add matter to suit the event – e.g.: cultural performances, dance performances.

1. Look at the following advertisement. Critically appreciate the advertisement for 50 words justifying the appeal used. Explain the USP in another 50 words. Develop a 250 words content creatively describing the product as this will go on the packaging of the product.

The advertisement is tender coconut flavoured ice cream from Naturals.



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