**ST. JOSEPH’S UNIVERSITY, BENGALURU - 27**

Registration Number:

Date & Session

**B.VOC. DIGITAL MEDIA & ANIMATION– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**VOA 3123 – WRITING FOR MEDIA**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

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

1. **Answer any FIVE questions in 100 words each: (5X5 =25)**
2. How does television writing differ when creating content for news, entertainment, and documentaries?
3. Explain with suitable examples the concept of Search engine optimisation.
4. Define micro-blogging and discuss its advantages as an interactive medium.
5. Why are powerful captions essential in online content?
6. Describe the key considerations when writing for social media platforms.
7. What factors should be addressed when writing reviews for films in new media?
8. **Answer any TWO questions in 200 words:** **(2X10=20)**
9. What are the essential components of a PR proposal? Explain its significance.
10. Explain the purpose and structure of a press release in public relations.
11. Explain the standard format of a television script and its significance in TV production.
12. **Answer any ONE question in 300 words:** **(1X15=15)**
13. Analyse the role of persuasive and influential writing in the field of public relations. Provide examples of persuasive techniques and explain how they can be used to shape public perceptions.
14. Write a review of any film you have watched recently.