

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2019 – 2020 & thereafter)

M. A. DEGREE EXAMINATION, APRIL 2024
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : **CORE**
PAPER : **WRITING FOR MEDIA**
SUBJECT CODE : **19PR/PC/WM44**
TIME : **3 HOURS** **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)

1. Define PR
2. What is info graphics?
3. Define jingle
4. What is a voice over script?
5. Write on Newsletter
6. Mention any 2 characteristics of Social media
7. Define Copywriting
8. Differentiate a Tagline and a Slogan
9. What is a Press release?
10. Define a Media pitch.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)

11. Elaborate on News Value
12. Write on the Inverted Pyramid
13. Elaborate on the genres of Radio Programs
14. What are the approaches to writing for TV?
15. Elucidate on the types of Social Media
16. Write on the Rules and features in Copywriting
17. Explain on Headlines and its Types.
18. Elaborate on writing for journals.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:
(2 X 20 = 40)

19. Write on Beats and its Types with examples.
20. Elaborate on Television Programming
21. Enumerate on the steps involved in copywriting along with the Visualization Process for a Print advertisement
22. What are the 10 Golden Principles for effective PR writing? Using these principles, write a pitch note to a journalist persuading him or her to cover an upcoming event in your organization.
