

Register Number :

Name of the Candidate :

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B.C.A. DEGREE EXAMINATION, 2008

(SECOND YEAR)

(PART - III)

(PAPER - VII)

610. MEDIA WRITING AND GRAPHICS

(*New Regulations*)

(*Including Lateral Entry*)

December]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (8 × 5 = 40)

Answer any EIGHT questions.

All questions carry equal marks.

1. Briefly discuss about typography.
2. Discuss the importance of writing the news.
3. Distinguish between word choice and word difference.

Turn over

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4. Describe about newsman's English.
5. Define Interview. Discuss how to conduct the interviews.
6. What is meant by film language ? - Explain.
7. Write the principles of typography.
8. How to measure the spacing ? - Discuss.
9. Distinguish between making and block - making.
10. Write the essentials of screen printing.

SECTION - B (3 × 20 = 60)

*Answer any THREE questions.
All questions carry equal marks.*

11. Explain the principles and methods involved in writing the news.
12. Discuss about reading symbols and editing errors in news paper.
13. Write short notes on :
 - (i) Techniques of narration.
 - (ii) Documentary scripting.

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14. Explain the essentials of good typography and layout.
15. Explain the steps involved in printing process.