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**Presidency University**

**Bengaluru**

**School of Media Studies**

**Summer Term End-Term Examination, August 2024**

**Semester: II**

**Course Code**: ENG2007

**Course Name**: Writing for the Web

**Department:** Languages

**Date**: 7-8 2024

**Time**: 9:30AM – 12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write any matter on the question paper other than roll number.*

**Part A**

**Answer any ten questions. Each question carries 2 marks. (10Qx2M=20M)**

1. What is scannability and readability? (CO1) [Knowledge]
2. What are interactive stories ? (CO2) [Knowledge]
3. What are the different approaches to web writing ? (CO2) [Knowledge]
4. What is the benefit of using multimedia in digital content? (CO1) [Knowledge]
5. What is a blog and a vlog. (CO3) [Knowledge]
6. What are the purposes of social media ? (CO4) [Knowledge]
7. What specific purpose does LinkedIn serve ? (CO4) [Knowledge]
8. What style of writing does one use for Instagram ? (CO4) [Knowledge]
9. Mention the main features of a web content. (C01) [ Knowledge]
10. What is podcast ? (CO3 Knowledge]
11. What is storyboard? (C02 Knowledge]
12. What is misinformation and disinformation ? (C04 Knowledge ]

**Part B**

**Answer any four questions. Each question carries 10 marks. (4Qx10M=40M)**

1. How are cultural sensitiveness and diversity important in writing a travel content?

(CO2) [Comprehension]

1. ‘ Misinformation/disinformation distorts information in social media’ . Explain with case study/studies

(CO4) [Comprehension]

1. . Explain the process of SEO

(CO1) [Comprehension]

1. Analyze the importance of digital marketing through examples

(CO3) [Comprehension]

1. How does podcast help in creating awareness? Explain with examples (CO3) [Comprehension]
2. Social media is both a boon and bane. Critically analyze the statement through news/information dissemination. (CO4) [Comprehension]

**Part C**

**Answer any two questions. Each question carries 20 marks. (2Qx20M=40M)**

1. a. Post a digital social media campaigning content on Instagram on a community welfare cause.. .

(CO4) [Application]

1. Write a post on ‘X’ on ‘Politics and Media’. (CO4) [Application]
2. Write a book review on your blog on any book that you recommend for reading .

(CO3) [Application]

1. Write a podcast script on any person/people around the campus . Include details of your research and preparation

( CO3) [Application]