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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - MAY 2025

School: SOLProgram: BA/BBA/B.COM- LLBCourse Code: BAJ1025Course Name: Creative Writing for MediaSemester: XMax Marks: 100Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	30	35	35	-	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

100 x 2M=20M

11110 **	ci All the Questions. Each question carries 2 marks.	10Q X 2M-20M			
1.	Define media writing.	2 Marks	L1	CO1	
2.	Explain the importance of understanding your audience in media writing.	2 Marks	L2	CO2	
3.	List the differences between print, broadcast, and digital media writing.	2 Marks	L1	CO3	
4.	Describe the inverted pyramid structure in news writing.	2 Marks	L2	CO2	
5.	Explain the characteristics of feature writing.	2 Marks	L3	CO2	
6.	Discuss the importance of SEO in digital media writing.	2 Marks	L4	CO1	
7.	What is the role of a lead in news writing?	2 Marks	L2	CO2	
8.	How does digital media writing differ from traditional media writing?	2 Marks	L3	CO3	
9.	Explain the importance of real-time updates in digital media.	2 Marks	L2	CO2	
10.	Discuss the ethical considerations in media practices.	2 Marks	L5	CO3	

Part B

Column C	_		Answer the Questions.	Total Marks 80M						
12.	11.		Discuss the role of technology in modern mass communication.	10 Marks	L3	CO1				
13. Explain inverted pyramid structure in news writing. Or 14. What is the impact of media writing in different mediums? 10 Marks L2 CO 15. a. How does sports media writing differ from editorial writing? Does not be How does review writing differ from feature writing? 16. a. Explain the concept of feature writing. Does not how does investigative writing differ from news writing? 17. a. Why does maintain brand voice is important? Does not how does maintain brand voice is important? Cause of the importance of audience understanding in social media writing. Cause of the importance of audience understanding in social media writing. Cause of the importance of audience understanding in social media writing. Cause of the importance of audience understanding in social media writing for social media? Cause of the importance of audience understanding in social media writing for social media? Cause of the importance of audience understanding in social media contents. Why? Cause of the importance of audience understanding in social media contents. Why? Cause of the importance of audience understanding in social media writing? Cause of the importance of audience understanding in social media writing? Cause of the importance of audience understanding writing? Cause of the importance of understanding your audience in media writing. Cause of the importance of understanding your audience in media writing. Cause of the importance of understanding your audience in media writing. Cause of the importance of understanding your audience in media writing.			0r							
Or 14. What is the impact of media writing in different mediums? 10 Marks	12.		Explain the 7 Cs of communication with examples.	10 Marks	L3	CO1				
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