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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA

MID TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: ENG 2007

Course Name: Writing for the Web

Program & Sem: B.A Journalism – II Semester

Date: 14/MAY/2022

Time: 01:30 PM – 03:00 PM

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the question properly and answer accordingly.
- (ii) Complete the test within the time given.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries 1 mark

(10Qx 1M= 10M)

1. Identify the grammatically incorrect part in the following sentence
(C.O.No.2) [Knowledge]
Doctor Strange, /one of the most popular character of the much-loved Marvel Cinematic Universe/^(A), /has an extremely strong screen presence helmed by Benedict Cumberbatch/^(B)
(a) A (b) B (c) Both A and B (d) Neither A nor B
2. Name the style that you would follow, when writing an 'editorial' column
(C.O.No.1) [Knowledge]
(a) Persuasive (b) Narrative (c) Expository (d) Descriptive
3. Identify the feature(s) of a 'Nonlinear' reporting?
(C.O.No.2) [Knowledge]
(a) Flashforwards (b) Flashbacks (c) Foreshadowing (d) All the above
4. Select the feature that appear on the first paragraph in 'Inverted Pyramid' style reporting
(C.O.No.2) [Knowledge]
(a) Argument (b) Evidence (c) Dispute (d) Hook
5. Recall the first stage of 'cultural sensitivity' outlined by Milton J Bennett
(C.O.No.1) [Knowledge]
(a) Denial (b) Defense (c) Minimization (d) Adaptation
6. Identify the feature(s) that improve the readability of a web article?
(C.O.No.1) [Knowledge]
(a) Jargons (b) Headings (c) Lengthy paragraphs (d) All the above
7. Identify the tone which would be used, while reporting a news story about the invention of a medicine to cure Covid – 19
(C.O.No.1) [Knowledge]
(a) Humorous (b) Sarcastic (c) Persuasive (d) Optimistic

8. Name a factor that does not necessarily improve the 'Scannability' of a web article?
(C.O.No.1) [Knowledge]
- (a) Headings and subheadings (b) Keywords
(c) Highlighting content (d) Objective reporting
9. Identify one purpose of 'Passive Voice' among the following options
(C.O.No.2) [Knowledge]
- (a) Concise writing (b) When the focus is on the subject
(c) When the focus is on the object (d) clarity
10. Identify the 'bad' 'SEO' practice among the following options
(C.O.No.1) [Knowledge]
- (a) Organic search results (b) Keywords
(c) Click baits (d) Featured snippets

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries SEVEN marks. (4Qx7M=28M)

11. Write a short paragraph on 'Scannability' by recalling the factors that influence it
(100-150 words) (C.O.No.1) [Comprehension]
12. What is SEO writing? Analyze the following content and evaluate the SEO friendliness of it? (100-150 words) (C.O.No.1) [Application]
- When Don and Allison bought this spacious colonial in Bethesda, the large area next to the family room was going to be Don's study. But it soon surrendered itself into a playroom -- filling, floor to ceiling, with entertainment for the kids. A wall unit became a storage place for dolls, games and action figures, all neatly partitioned and displayed like heirlooms. The floor is a warren of toys: There is a little girl's vanity and a tea table primly set with cups and saucers. For Trey, there is a ride-on choo-choo train.*
13. Explain the different stages of 'cultural sensitivity' outlined by Bennett (100-150 words)
(C.O.No.1) [Comprehension]
14. Analyze the following news report and write a short paragraph about 'Inverted Pyramid Style' reporting? (100-150 words) (C.O.No.2) [Application]

"This evening at about 9:30 p.m. at Ford's Theatre, the President, while sitting in his private box with Mrs. Lincoln, Mrs. Harris and Major Rathburn, was shot by an assassin, who suddenly entered the box and approached behind the President.

The assassin then leaped upon the stage, brandishing a large dagger or knife, and made his escape in the rear of the theatre. The pistol ball entered the back of the President's head and penetrated nearly through the head. The wound is mortal.

The President has been insensible ever since it was inflicted, and is now dying. About the same hour an assassin, whether the same or not, entered Mr. Seward's apartment and under pretense of having a prescription was shown to the Secretary's sick chamber.

Part C [Problem Solving Questions]

Answer the following Question. The question carries TWELVE mark. (1Qx12M=12M)

15. Write an article of your choice by following the guidelines of web writing
(200 – 300 words) (C.O.No.1) [Application]



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SCHOOL OF MEDIA

END TERM EXAMINATION

Winter Semester: 2021 - 22

Date: 7th July 2022

Course Code: ENG2007

Time: 01:00 PM to 04:00 PM

Course Name: Writing for the Web

Max Marks: 100

Program & Sem: B.A Journalism – II Sem

Weightage: 50%

Instructions:

- (i) *Read the question properly and answer accordingly.*
- (ii) *Complete the test within the time given.*

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO mark

(10Qx 2M= 20M)

1. Identify the erroneous part of the following sentence (C.O.No.2) [Knowledge]
“/^a I haven’t got / ^b time to get / ^c the tickets; who’s/ ^d going to do so?/”
2. Which among the following is not a feature of ‘Social Media’? (C.O.No.4) [Knowledge]
(a) Share (b) Easy Access (c) One source to many (d) Many sources to many
3. With respect to ‘Broadcast news writing’, pick the odd one out from the following options (C.O.No.3) [Knowledge]
(a) Write for the ear (b) Conversational writing
(c) Present tense (d) Abbreviations
4. Facebook is generally considered to meet the following purposes, except (C.O.No.4) [Knowledge]
(a) Gathering friends (b) Creating and joining pages and groups
(c) Professional networking (d) None
5. Which among the following activities, can you do in LinkedIn (C.O.No.4) [Knowledge]
(a) Viewing profiles in private mode (b) Save searches
(c) Schedule meetings (d) All the above
6. Which among the following, is/are the most important part(s) in an inverted pyramid style reporting? (C.O.No.2) [Knowledge]
(a) The lead paragraph (b) Hooks (c) Chronology of events (d) All the above
7. Select the most important feature(s) with respect to the style of media writing, (C.O.No.2) [Knowledge]
(a) Accuracy (b) Brevity (c) Clarity (d) All the above
8. Choose the feature(s) that you should pay attention to, when you are writing an article (C.O.No.1) [Knowledge]
(a) Sexist pronouns (b) Stereotypes (c) Disability (d) All the above

9. Select the feature(s) of blog writing (C.O.No.3) [Knowledge]
(a) Subjective (b) Concise (c) Coherent (d) All the above
10. Which of the following is a prominent feature of 'Social Media' Story? (C.O.No.4) [Knowledge]
(a) NVO (b) OVN (c) Either of them (d) Neither A nor B

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries TEN marks. (5Qx10M=50M)

11. Explain what is 'AIDA' formula with respect to 'caption writing' and state at least five guidelines for writing an effective advertisement, with respect to 'AIDA'. (150-200 words)
(C.O.No.4) [Comprehension]
12. Write a 'series of three tweets' to cover any recent news event (150-200 words)
(C.O.No.4) [Comprehension]
13. State the importance of 'audience analysis' in writing (150-200 words)
(C.O.No.1) [Comprehension]
14. What is SEO? How SEO made web writing different from print writing? (150-200 words)
(C.O.No.1) [Comprehension]
15. Write the profile of a person of your choice for a website/blog (150 – 200 words)
(C.O.No.3) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each question carries FIFTEEN marks. (2Qx15M=30M)

16. Draw your favorite blog template and write a blogpost on any topic. When you are attempting the answer, along with the content, make sure to incorporate the following aspects,

Template, tags, hyperlinks (highlight text) (300 – 450 words)
(C.O.No.3) [Application]

17. Prepare an advertising copy to promote a soft drink.

a. Prepare the content

b. Explain the content - motives behind the choice of words (300 – 450 words)
(C.O.No.2)

[Application]