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Register Number:

DATE:9-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BVOC VISUAL MEDIA & FILMMAKING – I SEMESTER**

**END SEMESTER EXAM: OCTOBER 2021**

**(Examination conducted in March 2022)**

**VOF 1321: Writing for Media**

Time-2 ½ hrs Max Marks-60

**This paper contains TWO printed pages and TWO parts**

1. **Answer any THREE in about 200 words each: (3 X 10 = 30)**
2. Write a note on Advertising.
3. Elucidate on the various forms of radio programs.
4. What is a Public Relations campaign? Explain.
5. With the help of an example, explain crisis communication.
6. **Answer any TWO in about 300 to 400 words each: (2 x 15 = 30)**
7. Write a radio script for an advertisement by deriving your understanding of the following image.

Duration: 30 seconds

The advertisement must entail the benefits of the product.

Explain the ad proposition here after the script.



1. You are hereby advised to construct a website of your own. This is meant to showcase your portfolio for the convenience of your employers in the future. In view of that develop content for the following topics:
2. Name your website
3. Write 200 words about yourself as the owner of the website such as this information falls under the ‘about’ section.
4. In about 50 words explain SEO
5. In about 50 words explain bread crumb trail
6. If you were to own a production house that offered business, what would be your vision and mission statement in the website? Explain.
7. Critique and review any film that you’ve watched recently.

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