



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

COURSE CODE : BVC 1516

COURSE NAME : WRITING FOR VISUAL MEDIA

MARKS : 75

SECTION A

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS:

5 X 15 = 75 MARKS

1. Explain about 5Ws and 1H in print media and state about inverted pyramid structure with example.
2. Compare and contrast news and feature article.
3. Describe about the genre in Radio.
4. Discuss and draw the flow chart about the structure of an Advertising Agency.
5. What is Fiction in Television? Explain about its types.
6. Write a detail note on production process in media.
7. Elucidate about Documentary and its types.