

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2020

Course: Writing for Media Program: BJMC Course Code: SMBA 1001	Semester: I Time 03 hrs. Max. Marks: 100
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SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / Select the correct answer(s)

S. No.	Question	CO
Q 1	The 5 of the 7 key influences of news are -----, -----, -----, -----, -----.	CO3
Q2	The 5 types of news leads are -----, -----, -----, -----, -----.	CO4
Q3	Answer in 'True or false' for the statements below about Broadcast news: Writing should be conversational Use abbreviations on first reference in the script. Don't use contractions The attribution should come before quotation. Use active voice Don't use difficult words Omit obscure names and places if they're not meaningful to the story.	CO3
Q4	The key features of an editorial news story is to defend, -----, -----, -----,	CO2
Q5	Select all the correct statements based on John Huston's essay, "An Open Book" Once style is mastered, grammar is critical. Before style there must be grammar. Best device for a filmmaker is continuity editing. Continuity editing makes the director invisible to the viewer. The best of directors following classical strategy break the 4 th wall. 4 th wall must remain immersed in storytelling.	CO1

Q6	Visual composition of writing in broadcast news includes -----, -----, ----- -, -----, -----.	C03
SECTION B 1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q 1	Define any 2 of the following terms: A. Voiceover-to-Sound B. Mise-en-scene C. Inverted pyramid structure	C01

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Q 2	Based on our class discussion on writing for video games, explain any one of the following terms: “immersion” OR “player agency”	CO1
Q 3	Using Ronan Farrow's Harvey Weinstein story in <i>The New York Times</i> , write a short note on any 2 key features of Investigative reporting for print news. OR Using Channel 4's report, “Cambridge Analytica Uncovered,” write a short note on 2 strategies employed by electronic news media in their investigative report.	CO2
Q 4	What does the term branched storytelling mean? Illustrate by using an example.	CO3
Q 5	List and describe in a sentence or two any 3 of the key features of a TV series.	CO2
Section C		
<ol style="list-style-type: none"> 1. Each Question carries 20 Marks. 2. Instruction: Write long answer. 		
Q1	What is Linda Seger's 3-act structure of a classical narrative film? Apply her 3-act structure in detail with all key components of each act discussed in the reading to David Fincher's <i>Se7en</i> . OR Compare and contrast writing strategies deployed in digital media and analog media. Give examples to illustrate your points.	CO2