

**DIPLOMA IN CREATIVE WRITING IN ENGLISH**

**Term-End Examination**

00761

**December, 2017**

**DCE-4 : WRITING FOR MEDIA : RADIO AND  
TELEVISION**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** *This paper consists of two sections. Answer any **two** questions from Section A and any **three** questions from Section B. All questions carry equal marks.*

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**SECTION A**

*Attempt any **two** questions from this section :*

1. Describe the steps in writing a TV documentary. 20
2. Discuss the advantages and disadvantages of radio as a medium of mass communication. 20

3. Write a note on the similarities between a TV play and a film. 20
4. What are the basic requirements of a radio talk ?  
How does the speaker meet those requirements ?  
Explain. 20
5. Write short notes on any *two* of the following : 2×10=20
- (a) Chief Characteristics of a TV Ad
  - (b) Satellite Broadcasting
  - (c) Different kinds of Radio Programmes
  - (d) Techniques for writing TV Visuals

## SECTION B

Attempt any *three* questions from this section :

6. Write a script for a Current Affairs programme on a music festival for a radio broadcast with four discussants and one moderator. 20
  7. Choose a personality that you find interesting. Write a complete interview script for radio ensuring that a well-rounded picture of the personality emerges. 20
  8. Write a copy for a 30-second TV ad on “Smoking is Injurious to Health”. 20
  9. Write a script for a 5-minute TV news round-up of Indian Sports in 2014. 20
  10. Write a script for a TV news feature on the General Elections held in 2014. 20
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