

01664

DIPLOMA IN CREATIVE WRITING IN ENGLISH

Term-End Examination
December, 2011

DCE-4 : WRITING FOR RADIO AND TELEVISION

*Time : 3 hours**Maximum Marks : 100**(Weightage 70%)*

Note : This paper consists of Two sections. Answer any two questions from Section - A any Three questions from Section - B. All Questions carry equal marks.

SECTION - A

Attempt any two questions from this section :

1. Define the nature, characteristics and limitations of radio as a medium of mass communication (350 - 400 words). 20
2. Discuss Radio's varied programmes in the service of the public (350 - 400 words). 20
3. Distinguish between a radio play, a TV play, a stage play and a film (350 - 400 words). 20
4. What are the creative features of a TV AD. Discuss with suitable examples (350 - 400 words). 20

5. Write short notes on *any two* of the following : **10+10=20**
- (a) Radio Interviews :
 - (b) Importance of SFX in a radio script.
 - (c) TV documentary
 - (d) Public TV

SECTION - B

Attempt *any three* questions from this section.

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| 6. | Write a Current Affairs Programme on 'Khap Panchayat' with four discussants and one moderator, for a radio broadcast. | 20 |
| 7. | Write a radio feature on the recently concluded Common Wealth Games held in New Delhi. You may base your feature on any aspect of the Games. | 20 |
| 8. | Write a copy for a 30-second TV ad on 'Adolescent Obesity.' Suggest visuals with matching narration/dialogue. | 20 |
| 9. | Write a script for a TV play on the ill effects of 'Excessive Consumerism.' Your target audience would be teenagers. | 20 |
| 10. | Make a News bulletin for TV with five headlines and three sentences of content per headline. Also indicate where video pictures are to be inserted. | 20 |