

**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 :
- (a) Radio Interviews : 10+10=20
 - (b) Importance of SFX in a radio script.
 - (c) TV documentary
 - (d) Public TV

SECTION - B

Attempt *any three* questions from this section.

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
-