

**DIPLOMA IN CREATIVE WRITING IN  
ENGLISH**

**Term-End Examination**

**June, 2021**

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

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** *This paper has two sections, A and B. 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. Writing for radio broadcast is writing for the ear.  
Keeping this in mind, state the general rules for  
radio writing. 20
2. How many types of radio interviews are there ?  
Explain each of them in detail. 20

3. What rules should be kept in mind while scripting television programmes for children? 20
4. What are the different type of programmes that are telecast? Explain each one of them in detail. 20
5. Write short notes on any **two** of the following :  $2 \times 10 = 20$
- (a) Importance of SFX in Radio
  - (b) Techniques of Radio Talk
  - (c) Education Telecast
  - (d) Difference between Audio and Video Media

## SECTION B

Attempt any **three** questions from this section.

6. Write a radio talk on the merits and demerits of social media. 20
7. Write a radio profile on any Indian sportswoman who has won a medal for her country. 20
8. Prepare a TV advertisement for a new mobile phone that has just come into the market. Suggest visuals, narration, SFX and music. 20
9. Prepare a TV script for children which illustrates the following proverb : 20
- Look before you leap
10. Prepare a Public Service Announcement to be broadcast or telecast on any social issue that you feel is relevant for our times. 20
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