

**DIPLOMA IN CREATIVE WRITING IN
ENGLISH**

Term-End Examination

December, 2010

00155

**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 and any three questions from Section-B. All questions carry equal marks.

SECTION - A

Answer *any two* questions from this section :

1. Radio is an extremely convenient as well as useful medium for education. Comment. 20
2. Writing for TV and Radio is not the same as writing for print media. Justify with reasons. 20
3. Explain with suitable examples the literary devices most frequently used in advertisement copy - writing. 20
4. Discuss the importance of research, scripting, recording and sound effects in the production of a radio or TV feature. 20
5. Write short notes on *any two* of the following :
 - (i) Attributes of a good radio commentator
 - (ii) Ingredients of a video magazine 10x2=20
 - (iii) A TV documentary.

SECTION - B

Answer *any three* questions from this section :

6. Develop a short TV documentary for children (12-14 years) on "Noise Pollution". Indicate the visual inserts as well. 20
 7. Write a radio feature on "Beauty Contests and Indian Culture". 20
 8. Imagine that you have been sent as a radio reporter to interview the principal of a school on the topic : "Students taking private tuitions outside school". Write a script of the interview under the question - answer format. The interview is to be broadcasted on AIR. 20
 9. Write a copy for a 30 seconds TV advertisement on "Speed thrills but kills". Suggest visuals with matching narration/dialogues and sound effects. 20
 10. As a TV reporter you have been sent to cover a parade taking place in a small town. Prepare a running commentary for TV on what you observe there. Suggest visuals as well as write the accompanying text for a 5 minute commentary. Try and instil a humorous element in your commentary. 20
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