

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- MAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Writing for Mass Media
Course Code: 25MMC256T

Max. Marks: 50
Time: 2.30 Hours

Instructions: Please do not write anything else on question paper other than your roll number.

Q1.	Attempt any 2 short notes: a. Explain news lead. b. What is visual writing in scripts? c. Explain the role of headlines in digital media.	(10 Marks)	CO3
Q2.	Solve any 1 Broad Question: a. What is the Difference between feature and news report? Explain with suitable example. b. Explain the types of genres used in fiction writing for storytelling.	(10 Marks)	CO4
Q3.	Solve any 1 Broad Question: a. Describe character development in fiction scripts. b. Discuss principles of effective media writing.	(10 Marks)	CO5
Q4.	Solve any 1 Broad Question: a. Explain three-act structure in script writing with suitable example. b. Write note on copyright laws in media writing and site a case you know.	(10 Marks)	CO6
Q5.	Solve any 1 Broad Question: a. Write a short script for Ad Media (TV) b. Explain how the writing for TV is different than writing for a radio.	(10 Marks)	CO6
