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(July)

**MASS COMMUNICATION AND
VIDEO PRODUCTION**

(Honours)

(Media Script Writing)

(MCVP-202)

Marks : 55

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : $2\frac{1}{2} \times 4 = 10$

- (a) Demographics
- (b) V-Blogs
- (c) Mise-en-scene
- (d) Continuity sequence

2. What is media script? What do you understand by audience mapping? Discuss the visual grammar of film and TV.
 $3 + 2 + 6\frac{1}{4} = 11\frac{1}{4}$

Or

Discuss the role of a scriptwriter. Explain the research strategy required for scriptwriting.
What are script formats? $4 + 4 + 3\frac{1}{4} = 11\frac{1}{4}$

3. What do you understand by story structure? Explain the process of sequence outline with the help of any fairy-tale story. $3 + 8\frac{1}{4} = 11\frac{1}{4}$

Or

What is character arc? Highlight the different dimensions of developing characters.
 $3 + 8\frac{1}{4} = 11\frac{1}{4}$

4. Explain in detail how writing for documentary film differs from that of a fiction film. $11\frac{1}{4}$

Or

Define narrative structure. Discuss the different sound elements in any fiction genre. What are the basic considerations while writing dialogues? $3 + 4 + 4\frac{1}{4} = 11\frac{1}{4}$

5. Discuss the characteristics of web audiences. Explain how writing for web is different than from radio. $4 + 7\frac{1}{4} = 11\frac{1}{4}$

(3)

Or

What do you understand by web 2.0?
Discuss the challenges while writing for
interactive media. $3+8\frac{1}{4}=11\frac{1}{4}$

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