

**MA PUBLIC RELATION**  
**Second Semester**  
**Writing for Media**  
**(MPR-07)**

**Duration: 3Hrs.**

**Full Marks: 70**

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

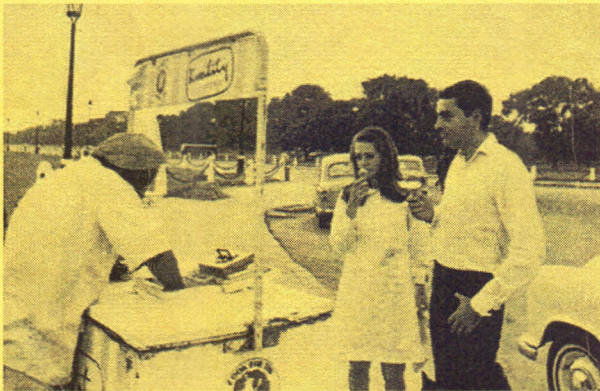
**Marks: 50**

**1. Define the following:**

**2×5=10**

Press Release, Brochure, Online Media, Caption, Media

**2. Give a Caption or a cutline as you deem fit for the photograph given below. (5)**



**3. Give two differences between a caption and a cutline.**

**(2)**

**4. Write short notes on the following (any three):**

**3×5=15**

Print Media and its functions, Broadcast Media and its functions, Online Media and its functions, Caption writing.

5. Write a pre-press release for North East Graduate Congress (NEGC) 2013 to be held on May 11, 12 and 13. The event will include workshops for students on IT Skills, Life Skills and Memory Building; Career Counselling and a Students' Seminar for which you will have to give the topic. Please use your own imagination regarding the Chief Guest and Guest of Honour in the Inaugural Ceremony of the NEGC 2013. **(10)**
6. Make a design of a brochure for USTM to be used in the 2013-2014 academic session. You may describe the photographs with words indicating their placements. **(5)**
7. Write in your own words how writing literature for public relations is different from other forms of media writings like news writing and advertising. **(3)**

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

**Duration: 20 minutes**

**Marks – 20**

**(PART A- Objective)**

**Answer the following questions by ticking at the correct option and by stating true or false:**

1. We can date the first systematic study of persuasion to-  
a) Rome                      b) Greece                      c) Mesopotamia                      d) Egypt
2. Aristotle viewed ..... As a system of logic by which the truth of a situation might be approached.  
a) Rhetoric                      b) Grammar                      c) Syntax                      d) none
3. .... associated with the use of Christianity may help to account for its widespread ability to persuade people to join its ranks.  
a) Behaviour                      b) Persuasive Techniques                      c) Communication Techniques                      d) none
4. .... Is a labeling technique defined by public relations pioneer Edward Bernays as “it is based on the idea that events cannot help but get a name.  
a) Rhetoric                      b) SEC                      c) Social Learning                      d) Symantic Tyranny
5. The ..... Code of Ethics positions public relations as serving public good. It sees public relations as building relationships rather than as one-sided propaganda.  
a) PRSI                      b) PRSA                      c) IPRA                      d) UNESCO
6. Theory of Reasoned Action was founded by –  
a) Bandura                      b) Cacioppo                      c) Fishbein                      d) Petty
7. Which Public Relations Theory believes that, “audiences do not process all messages equally; rather, they see some as more relevant and engaging than others.”  
a) Theory of Reasoned Action                      b) Social Learning Theory  
c) Elaboration Likelihood Theory                      d) Cognitive Dissonance Theory
8. The Uses and Gratification Theory was founded in –  
a) 1973                      b) 1974                      c) 1975                      d) 1976

9. Which theory suggests that “we need to draw a distinction between fear and threat.”  
a) Elaboration Likelihood Theory                      b) Social Learning Theory  
c) Persuasion Process Theory                         d) Extended Parallel Process Model
10. .... founded the Cognitive Dissonance Theory.  
a) Witte                      b) Mc Guire                      c) Blumler                      d) Festinger
11. One important part in writing a script for broadcast media is-  
a) checking grammatical errors                      b) see that its writing style is proper  
c) read it loud                      d) none
12. The style of writing press releases for different sectors like financial, entertainment, telecom etc. is different. **True/False**
13. The caption is the full and detail description of the photograph. **True/False**
14. Uses and Gratification Theory was proposed by Katz, Blumler and others. **True/False**
15. Cognitive Dissonance Theory was proposed in 1955. **True/False**
16. Theory of Reasoned Action states that an intention to behave results from the person’s attitudes toward the behaviour and toward the social norms related to it. **True/False**
17. Script writing for print and broadcast media are same. **True/False**
18. Ghost writing is speech writing. **True/False**
19. Media evaluation includes Tracking and Estimated ad value. **True/False**
20. Which of the following is not included in media networking?  
a) sending media greeting cards  
b) phone calls  
c) press conference  
d) visiting marriage functions.

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