

Final Assessment | Fall - 2023

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Section – A

“Journalism combines writing with news gathering and interpretation. While the journalist's work obviously varies from newspaper to newspaper and from magazine to magazine, all journalists are as much research workers, as they are writers. They cannot write their news or feature stories, unless they locate it and research them first. They must be able to read the in-between lines of the main source news and interpret that. A great many stories hunt the journalist, who rejects most of them. He carefully sorts and sifts those, taking only a relatively very small proportion of news, may be, coming from an unexpected source. A successful journalist may gather news to the tune of 100 percent but he can use them for his profession only 3-5 percent. He must be able to see or forecast to himself, the news of tomorrow or the day after, from the news of today; because newspapers want advance news or advance warning to give a good, exclusive and exhaustive coverage to anything of interest. But a real "scoop" is a very rare event. And bogus scoops also bring disrepute to the newspaper.”

1. According to the passage, a journalist's work includes-
(d) all of the above.
2. What does the passage say about the successful journalists?
(c) They can use a relatively small portion of news.
3. What according to the passage is the common characteristic of all journalists?
(c) They all have to first probe into the news they gather
4. What is the basic requisite for exclusive and exhaustive coverage of newspapers?
(d) Forecast of tomorrow's news from today's news
5. What is the most important for a journalist?
(d) He must be able to interpret the news correctly.

Section – B

(01)

Content writing is the art of crafting written materials targeted for online consumption. It encompasses a wide range of formats, from blog posts and articles to website copy, social media posts, scripts, and even video descriptions. Its core purpose is to inform, educate, or persuade readers while achieving specific marketing goals.

Now, let's delve into the importance of content writing in marketing:

- 1. Attracting and Engaging Your Audience:** Compelling content acts as a magnet, drawing in your target audience by offering valuable information, addressing their pain points, and sparking their interest. Engaging content keeps them coming back for more, fostering brand loyalty and community building.
- 2. Boosting Search Engine Optimization (SEO):** Search engines favor websites with fresh, relevant content. High-quality content writing optimized with relevant keywords improves your website's ranking in search results, making it easier for potential customers to find you.
- 3. Establishing Brand Authority and Credibility:** Informative and insightful content positions you as a thought leader in your industry. Sharing your expertise builds trust with your audience, making them more receptive to your products or services.
- 4. Generating Leads and Conversions:** Content marketing isn't just about awareness; it can drive action. Effective calls to action within your content can convert website visitors into leads and, ultimately, paying customers.
- 5. Building Relationships and Nurturing Leads:** Content allows you to connect with your audience on a deeper level. By providing valuable resources and addressing their needs, you nurture leads and move them further down the sales funnel.
- 6. Cost-Effective Marketing Strategy:** Compared to traditional advertising, content marketing offers a sustainable and cost-effective way to reach your target audience. The content you create can have a long-lasting impact, generating leads and conversions for months or even years to come.

In conclusion, content writing is a crucial element of any successful marketing strategy. It empowers you to attract, engage, and convert your target audience, building brand authority and driving business growth in the long run. By investing in high-quality content creation, you're essentially investing in the future of your brand.

(02)

Impromptu writing is the art of composing on the spot, without any prior preparation or planning. It's like being thrown into the deep end of the creativity pool and asked to swim! Unlike carefully crafted pieces, it thrives on spontaneity and embraces the unknown.

Here are some points that work on my feelings to write on an unusual topic, so let's dive into it-

Excitement: The challenge of tackling something unfamiliar can be exhilarating, pushing me to explore new ideas and stretch my creative muscles. It's like venturing into uncharted territory with a map full of question marks.

Anxiety: Not knowing where I'm going can be daunting. The lack of structure and guidance can lead to self-doubt and uncertainty, like walking a tightrope with no safety net.

Surprise: Unfamiliar topics can unlock unexpected creativity and lead me down surprising paths.

Frustration: Grappling with something new can be frustrating, especially if I hit roadblocks or feel lost. It's like trying to fit a square peg in a round hole, with plenty of bumps and scrapes along the way.

Liberation: Letting go of expectations and embracing the unknown can be incredibly freeing. It allows me to experiment, play with language, and break free from conventional thinking.

Ultimately, how it feels to write on an unusual topic depends on individual personality and approach. It can be a rollercoaster of emotions, but the journey itself can be incredibly rewarding, leading to personal growth and a deeper understanding of own creativity.

(03)

The celebrity I would like to meet is the "Greatest Footballer of All-time Mr. Lionel Andres Messi" and the only reason why I'm desperate to meet him is my countless emotions for him. Meeting Lionel Messi wouldn't just be fulfilling a fan's dream; it would be a chance to brush shoulders with greatness. Witnessing his unmatched talent up close, the effortless way he bends the game to his will, would be awe-inspiring. But beyond the awe, I crave understanding. What drives him? How does he process the immense pressure? Is the joy still there after countless trophies? A conversation, even brief, would offer a glimpse into the mind of a legend, the human behind the magic.

The dream shimmers like a golden trophy: meeting Lionel Messi. It's not just about basking in the aura of a footballing legend, but about connecting with the embodiment of passion, dedication, and sheer brilliance. His on-field wizardry, weaving through defenders like a magician, transcends the sport, becoming a symbol of defying limitations. I yearn to witness that magic firsthand, not just on a screen, but to feel the ripple of his talent in the stadium's electric atmosphere.

Furthermore, Messi embodies a spirit that transcends football. He rose from humble beginnings, overcoming challenges with unwavering dedication. He's a global icon, yet grounded, using his platform for philanthropy. Meeting him would be an opportunity to learn from that resilience and humility, values that resonate deeply. It wouldn't just be about meeting a footballing genius; it would be about encountering an inspiration, a reminder that anything is possible with passion and perseverance.

In only 200 words, this can't be expressed the desire to meet Messi. Not just as a fan, but as someone seeking inspiration and understanding from a legend that embodies talent, resilience, and humility.