

VICTORIA UNIVERSITY
OF BANGLADESH

FINAL EXAMINATION

SUB.: INTERMEDIATE READING AND WRITING

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PROGRAM: BTHM

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BATCH: 55TH

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SECTION A

1. Read the passage and answer the following questions.

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-

(A) sorting out the news (B) news gathering (C) writing (D) all of the above

Ans: D) all of the above

2. What does the passage say about successful journalists?

(A) they present advance news (B) their news come from unexpected sources (C) they can use a relatively small portion of the news (D) they reject a major portion of the gathered news.

Ans: (C) they can use a relatively small portion of the news

3. What, according to the passage, is the common characteristic of all journalists?

(A) they all can forecast future news (B) they all make an adventure to find a worthy news (C) they all have to first probe into the news they gather (D) they all write for the newspapers

Ans: (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?

(A) effective style of writing

(B) selection of a small portion of the gathered news (C) collecting the news of a "real scoop" (D) forecast of tomorrow's news from today's news

Ans: (D) forecast of tomorrow's news from today's news

5. What is the most important for a journalist?

(A) He must know how to gather the right news (B) He must be able to write effectively

(C) He must know how to sort out the ne (D) He must be able to interpret the news correctly

Ans: (A) He must know how to gather the right news

SECTION B

Question 01. What is content writing? Write down the importance of content writing in marketing?

Answer to the question no 01

Content writing is the creation of written material for various purposes, often to convey information or engage an audience. In the context of marketing, content writing is the process of generating relevant, valuable, and consistent content to attract and engage a target audience. This content can take various forms, including blog posts, articles, social media posts, web pages, emails, and more.

The importance of content writing in marketing can be elaborated as follows:

Establishing Authority and Credibility: Well-crafted content helps showcase a business's expertise in its industry. By providing valuable information and insights, content writing establishes the authority and credibility of a brand, making it a trusted source of information.

Building Brand Awareness: Content writing plays a crucial role in building brand awareness. Regularly publishing high-quality content allows a brand to consistently appear in front of its target audience, increasing brand recall and recognition.

Search Engine Optimization (SEO): Search engines favor websites with relevant and high-quality content. Content writing involves the strategic use of keywords and other SEO techniques, helping improve a website's search engine rankings and visibility, driving organic traffic.

Engaging and Retaining Audience: Engaging and informative content captivates the audience's attention. By creating content that resonates with the target audience, businesses can not only attract new customers but also retain existing ones, fostering customer loyalty.

Lead Generation: Content serves as a powerful tool for lead generation. Through compelling calls-to-action within the content, businesses can encourage readers to take specific actions, such as signing up for newsletters, downloading resources, or making inquiries, thereby generating potential leads.

Educating the Audience: Content writing allows businesses to educate their audience about their products, services, and industry trends. Educated customers are more likely to make informed decisions and develop a deeper understanding of a brand's value.

Social Media Engagement: Content is essential for social media marketing. Shareable and engaging content attracts attention on social media platforms, encouraging likes, shares, and comments, which, in turn, can increase a brand's reach and visibility.

Conversion Optimization: Well-crafted content guides potential customers through the buyer's journey. By addressing the needs and concerns of the audience at different stages, content writing contributes to conversion optimization, turning leads into customers.

Adaptability Across Platforms: Content can be adapted and repurposed for various marketing channels, including websites, social media, email campaigns, and more. This adaptability ensures consistent messaging and branding across different platforms.

Measuring and Improving: Content marketing allows businesses to track and analyze performance metrics. By understanding what content resonates with the audience, businesses can make data-driven decisions, continually improving their content strategy.

In summary, content writing is a fundamental component of marketing that not only informs and engages but also contributes significantly to a brand's overall success in the digital landscape.

Question no 02.

What is impromptu writing? According to you, how it feels to write on an unusual topic?

Answer to the question no 02

Impromptu writing refers to the act of writing spontaneously and without prior preparation. It involves expressing thoughts and ideas on a given topic without the luxury of extensive planning or research. This type of writing is often done in response to a prompt or situation that requires an immediate written response.

Writing on an unusual or unexpected topic during impromptu writing can evoke a range of feelings and experiences. Here are some perspectives on how it might feel:

Creativity Challenge: Writing on an unusual topic can be a creative challenge. It pushes the writer to think outside the box, explore unconventional ideas, and find unique perspectives that might not emerge in more familiar or planned writing situations.

Excitement: The spontaneity of impromptu writing can be exhilarating. It allows for a quick and instinctive response, and the lack of preparation can lead to surprising and refreshing insights. The excitement comes from embracing the unknown and trusting one's ability to articulate thoughts on the spot.

Pressure and Stress: On the flip side, impromptu writing can induce pressure and stress. The absence of time for thorough research or careful planning might make some writers feel uneasy or worried about the quality of their output. However, overcoming such challenges can be personally rewarding.

Freedom of Expression: Writing on an unusual topic without prior expectations provides a sense of freedom. Writers can explore their thoughts without the constraints of preconceived notions, allowing for a more authentic expression of ideas.

Adaptability Test: Impromptu writing serves as a test of adaptability. It assesses a writer's ability to quickly organize thoughts, structure ideas coherently, and communicate effectively without the luxury of extended contemplation.

Surprise and Discovery: The process of impromptu writing may lead to surprising discoveries. Writers might stumble upon new angles, insights, or creative solutions that they wouldn't have uncovered through a more deliberate and planned approach.

Spontaneous Flow: Some writers find impromptu writing to be a channel for a spontaneous flow of ideas. It allows thoughts to emerge organically without the constraints of preconceived structures, leading to a more natural and unrestrained expression.

In essence, writing on an unusual topic in an impromptu setting can be a mix of challenges and rewards. It tests a writer's adaptability, creativity, and ability to convey thoughts effectively under time constraints. While it may initially feel daunting, many writers find the experience invigorating and appreciate the opportunity to explore uncharted territory in their writing.

Question no 03

Write a paragraph on "Celebrity you would like to meet and why" in 200 words.

Answer to the question no 03

The celebrity I hold a profound desire to meet is the legendary Bengali actor, Uttam Kumar. Often hailed as the "Mahanayak" (Great Hero) of Indian cinema, Uttam Kumar's contribution to the world of entertainment is unparalleled. Growing up in a Bengali household, his films were an integral part of my cinematic experience. Uttam Kumar's ability to portray diverse characters

with utmost authenticity and emotional depth has left an everlasting impact on me. His charisma, nuanced performances, and the natural ease with which he embodied each role make him an icon not just in Bengal but across the Indian film industry. Meeting Uttam Kumar would be a dream come true as it would provide an opportunity to delve into the mind of an artist who has influenced generations. Understanding the process behind his method of acting, his approach to diverse roles, and the challenges he faced in an era of Indian cinema undergoing significant transformations would be a priceless encounter.

Beyond his cinematic prowess, Uttam Kumar's personal journey and the impact he had on shaping the cultural landscape make him a fascinating figure. His popularity extended beyond the silver screen, influencing fashion, lifestyle, and even the social fabric of Bengal during his time. To sit down with Uttam Kumar would be an exploration of the golden era of Bengali cinema and an intimate conversation about the artistry, challenges, and joys of a career that became synonymous with excellence.

Moreover, Uttam Kumar's humility and down-to-earth nature, despite his towering fame, add another layer of admiration. His legacy endures through the timeless classics he left behind, and meeting him would be like stepping into the pages of history and experiencing firsthand the magic that made him the cultural icon he is today. Uttam Kumar remains a symbol of cinematic brilliance, and meeting him, even in the realm of imagination, is an homage to the cinematic heritage that continues to inspire and captivate audiences.