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[This question paper contains 4 print

Your



Sr. No. of Question Paper : 3678

Unique Paper Code : 1203

Name of the Paper : Media and Communication Skills

Name of the Course : English Generic Elective

Semester : I/III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

The Question Paper contains **two sections, A and B.**

Answers must be written according to the specific instructions given with questions.

P.T.O.



SECTION A

(Answer any **Three**) (3×10=30)

1. Explain any **five** in not more than **30** words of the following terms :

- (i) Blog
- (ii) Headlines
- (iii) Twitter
- (iv) Commentary of Live Events
- (v) Adverts
- (vi) Reality Shows
- (vii) Musical Drama
- (viii) Street plays

2. Discuss the role played by advertisements in forming public opinions.

3. Critically comment on the reasons for radio losing its popularity.



4. What is Fake News? How far is social media responsible for the same?
5. Do you think the media should be ethical by itself, or should there be legal means and measures to ensure media ethics?

SECTION B

(Answer any **Three**)

Answer all questions in about **350** words each.

(15×3=45)

6. Write a detailed report for your college magazine about Sports Day in your college.
7. Write a script for a radio feature on ways to ensure the college campus should be ragging-free.
8. Write a review of a film or web series that you recently watched.
9. Write a blog on problems faced by online education.

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10. Write a story for an advertisement storyboard on a new mobile phone to be launched, emphasising its camera features.

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