

Unique Paper Code: 12035902_OC

Name of the Paper : Media and Communication Skills

Name of the Course : English: Generic Elective for Honours Courses

Semester : II/IV

Duration : 3 hours +1 hour reserved for downloading, scanning and uploading answer sheet

Maximum Marks : 75 Marks

Attempt **ANY THREE of the SIX** questions given below in 500-800 words each.

Each answer carries 25 marks.

1. Does print media have any advantages over social media? How has the presence and use of social media impacted various levels of contemporary society? Discuss with suitable examples.
2. Write a newspaper editorial arguing for the need for public education in India.
3. Is news media in the present times credible? What are some of the challenges it faces? Discuss with at least one example.
4. Write a review, for print publication, of a film/book that you have recently watched/read.
5. Write the script for a radio interview with an environmentalist who is spreading awareness about climate change and providing simple steps that people can take in their everyday lives.
6. Attempt **both parts** of this question.

i). Explain any five of the following terms. Each answer must have at least 25 words but not more than 30 words. (2x5=10)

- (a) Cyber Crime
- (b) Mass Media
- (c) Soft News
- (d) Blogging
- (e) SMS
- (f) Feedback
- (g) Hot Media
- (h) Interpersonal Communication
- (i) Video Conferencing

(j) Copyright

ii). Discuss the advantages and disadvantages of celebrity endorsement in advertising.
(15)

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