

Total No. of Printed Pages—3

2 SEM TDC GEEN (CBCS) 2

2024

(May)

ENGLISH

(Generic Elective)

Paper : GE-2

(**Media and Communication Skills**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

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

UNIT—I

1. (a) Have the mass media brought about a transformation in the behaviour of people? What is your view? Examine the role of media in the modern society.

6+4+5=15

Or

- (b) Define mass media with appropriate references. How do mass media usually communicate with the targeted mass? Explain.

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(Turn Over)

(2)

2. Write a short note on any *one* of the following : 5
- (a) Importance of media
 - (b) Feedback

UNIT—II

3. (a) Explain the ethical issues related in advertisement. Give suitable examples. 15
- Or
- (b) What are the primary and secondary aims of advertising? How can honesty of advertising be established?
4. Write a brief note on any *one* of the following : 5
- (a) Social media advertising
 - (b) Direct mail advertising

UNIT—III

5. (a) What is media writing? What are the characteristics of media writing? Discuss the importance of media writing. 4+5+6=15
- Or
- (b) Attempt a review of a recent novel you read. 15

(3)

6. Write a short note on any *one* of the following : 5
- (a) Elements of media writing
 - (b) Newspaper Editorial

UNIT—IV

7. (a) What types of negativity come to society through misuse of social media? 15
- Or
- (b) What are the salient differences between social media and cyber media?
8. Write a short note on any *one* of the following : 5
- (a) Website formation
 - (b) Cyber crime
