

Or

Write a Blog, reviewing the range of food-items and popularity of the best-known eateries around your college/university campus. The purpose of this blog is to spread awareness regarding the relationship between food and health. 15

6. Write a Feature for your college magazine, describing the importance of cinema in education and the related need to have an active film-society in the college.

Or

Create a Facebook page by writing in detail about the issue of child labour in India. 15

This question paper contains 4 printed pages]

Roll No.

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S. No. of Question Paper : 2737

Unique Paper Code : 12035902

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Name of the Paper : Media and Communication Skills

Name of the Course : CBCS : English : Generic Elective for Hons.

Semester : I

Duration : 3 Hours

Maximum Marks : 75

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

The question paper contains two sections.

It is compulsory to answer all questions in both the sections.

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

## Section A

1. Explain any five of the following terms. Each answer must have at least 25 words but not more than 30 words.  $5 \times 2 = 10$

(i) Non-verbal Messages

(ii) Microblogging

(iii) FM Radio

- (iv) Paid News
- (v) PDF
- (vi) Google Search Engine
- (vii) Network Society
- (viii) Smartphone
- (ix) Internet Protocol
- (x) Infotainment.

Answer question numbers 2 and 3 in about 250 words.

2. What is mass communication ? Discuss its merits and demerits.

*Or*

Critically discuss the role of media in the processes of globalization. 10

3. Do you think product advertisers generally use unethical practices to promote their business ? Give examples in support of your answer.

*Or*

'The user-generated content (UGC) is the backbone of social media.' Elaborate this statement with examples. 10

### Section B

Answer question numbers 4, 5 and 6 in about 350 words.

4. Write a News Report for a news magazine on the recent steps taken by the Delhi Government to curb the alarming levels of air pollution in the city.

*Or*

Write an Editorial piece for a National Daily on the importance of Media Education in schools and colleges. 15

5. Create an advertisement of two minutes duration for TV channels to help the Government campaign against the use of firecrackers during festivals. Divide your answer into (i) a relevant story (ii) a TV advertisement script and (iii) a storyboard.