

7577

7. Suppose you want to spread awareness through a blog on the cultures and customs of tribal communities in India. Describe the steps involved in signing up and creating a blog for this purpose on a blogging site. 15

OR

Write an editorial for a newspaper explaining to readers the significance of having a cracker-free Diwali.

4/12/18 (Evening)

[This question paper contains 4 printed pages]

Your Roll No. :

Sl. No. of Q. Paper : 7577 IC

Unique Paper Code : 12035902

Name of the Course : B.A. (Hons.) B.Sc.(Hons.)
B.Com. (Hons) English
CBCS - Generic Elective

Name of the Paper : Media and Communication
Skills

Semester : I/ III

Time : 3 Hours Maximum Marks : 75

Instructions for Candidates :

- Write your Roll No. on the top immediately on receipt of this question paper.
- The question paper contains **two Sections, A and B.**
- It is **compulsory** to answer **all** the questions in both the **Sections.**
- Answer must be written according to the specific instructions given with questions.

Section - A

1. Explain any five in not more than **30** words of the following terms : 10
- (i) Hyperlink
 - (ii) data storage
 - (iii) E-book
 - (iv) Encoding and Decoding
 - (v) Hacking
 - (vi) Internet Protocol
 - (vii) Tabloid
 - (viii) Mobile App
 - (ix) Community Radio

Note: Answer question no. **2** and **3** in about **250** words each.

2. What are the impacts of twenty -four hours news channels on news reportage ? 10

OR

What is 'Paid News' ? How has 'Paid News' affected the credibility of the News Media in recent times ?

3. To what extent can 'User-Generated Content' be seen as responsible for enabling and strengthening 'Media Democracy' ? What are its pitfalls ? 10

OR

Discuss the effect of the 'Internet Revolution' on advertising by giving any **one** example of an innovation.

Section - B

Note : Answer question no. **4**, **5** and **6** in about **350** words each.

5. Write a detail report for your college magazine about the 'International Women's Day' celebrated in your college on March 8, 2017. 15

OR

Write a script for a radio feature on the DUSU Elections.

6. Write a review of a Documentary or feature film that you recently watched. 15

OR

Review any historical serial on T.V. of your choice.