

Unique Paper Code : 12035902
Name of the course : G.E English
Name of the paper : Media and Communication Skills
Semester : I/III
Marks : 75
Time limit : 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Instructions for Candidates

Attempt any THREE questions.
All questions carry equal marks.
Answers to be written between 500-800 words.

1. What are the functions of Mass Communication? Elaborate on any three.
2. Discuss the salient features of Television as an electronic medium. Do you think it has the potential to bring about change in society?
3. Create a commercial advertisement for an online food delivery app.
4. Write a script for a radio feature on dangerous air pollution levels of Delhi. Make sure to include various aspects of radio feature script writing while developing your script.
5. Write a review of a book (fiction or non-fiction) that you have recently completed and enjoyed reading.
6. Define 'New Media.' How is it distinct from old, traditional forms of media?



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