



WEST BENGAL STATE UNIVERSITY
B.A. Programme 5th Semester Examination, 2022/23

ENGLISH (O.T)-ENGLISH (GE1)

MEDIA AND COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question
Candidates should answer in their own words and adhere to the word limit as practicable*

1. Answer any **two** of the following questions in about 500 words each. 15/2 = 30
- (a) What role does mass communication play in globalisation?
 - (b) What are the basic differences between writing a newspaper report and writing an Editorial article? Discuss with suitable examples.
 - (c) What are the major issues in 'Advertisement ethics'? Discuss with reference to the major types of advertisement.
 - (d) What is cyber media? Write a note on its importance.
2. Answer any **four** of the following questions in about 200-500 words each. 5/4 = 20
- (a) What are the characteristics of a good script?
 - (b) Define the term editing. What are the barriers removed by copy editing and print media?
 - (c) Write briefly on the salient features of writing a blog.
 - (d) Write an article on how media has affected fashion.
 - (e) What is a storyboard? Why do we need a storyboard?
 - (f) Suppose you are a newspaper reporter. What ethics would you follow when you write news on a serious topic?
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