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**2 SEM TDC GEEN (CBCS) 2**

**2 0 2 2**

( June/July )

**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) What is mass communication and how does it aid globalization? Elaborate with reasons. 15

Or

- (b) What are the important elements of mass communication? Describe with appropriate examples.

( 2 )

2. Write a short note on any *one* of the following : 5
- (a) Social media
- (b) Film and television

UNIT—II

3. (a) Why is advertizing important? Explain. 15
- Or
- (b) Elaborate on the ethics of advertizing.

4. Write a short note on any *one* of the following : 5
- (a) Display advertizing
- (b) Native advertizing

UNIT—III

5. (a) What is media writing skill and what are its characteristics? 15
- Or
- (b) What are the different types of media writing? Elaborate.

( 3 )

6. Write a short note on any *one* of the following : 5
- (a) Script writing for TV
- (b) Editing articles

UNIT—IV

7. (a) What do you understand by the term 'social media'? Explain with appropriate examples. 15

Or

- (b) What is cyber media and how does it operate?

8. Write a short note on any *one* of the following : 5
- (a) Difference between social media and cyber media
- (b) Cyberspace

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