

Total No. of Printed Pages—4

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

**2 0 2 3**

( May/June )

**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 the connection between mass communication and the increasing globalization of the world? Answer with appropriate examples. 15

Or

- (b) Elaborate on some of the major forms of mass communication that allow for

( 2 )

almost instantaneous large-scale sharing and exchange of information in the present context.

2. Write briefly on any one of the following : 5

(a) Film and television

(b) Internet

UNIT—II

3. (a) Advertisements aim to communicate the idea or use of a product or a service. In this context, comment on the different platforms on which advertisements can be shown or shared. 15

Or

(b) What are the ethical limitations and considerations of advertising a product or a service? Elaborate with reasons.

4. Write a short note on any one of the following : 5

(a) Television advertising

(b) Print advertising

( 3 )

UNIT—III

5. (a) Writing for media entails certain approaches—in this relation, what kind of writing would be involved in relation to TV and radio shows? Elaborate with examples. 15

Or

(b) Attempt a review of a recent film that you watched.

6. Write a short note on any one of the following : 5

(a) News writing

(b) Sports article

UNIT—IV

7. (a) What are some of the positive as well as negative impacts of social media use? 15

Or

(b) How have advancements in cyber technology impacted society?

( 4 )

8. Write a brief note on any *one* of the following :

5

(a) World Wide Web

(b) Social media vs. traditional media

\*\*\*