

2023
B.A./B.Sc.
Second Semester
GENERIC ELECTIVE – 2
ENGLISH
Course Code: ENG 2.11
(Media & Communication Skills)

Total Mark: 70

Pass Mark: 28

Time: 3 hours

Answer the following questions.

1. (a) What is globalization? Cite the different forms of globalization. 10
OR
(b) Comment on the effects of media on psychological and emotional health. 10
2. (a) Discuss the internet as the advertising medium of the millennium. 5
OR
(b) What is ethics in advertisement? 5
3. Write short notes on any two of the following: 3×2=6
(a) Durable and non-durable products
(b) Covert and surrogate advertisement
(c) Print media
(d) Financial advertisement
4. Draft an advertisement on any one of the following: 3×1=3
(a) A school/college that would like to attract students to study there.
(b) A public service advertisement for “World Water Day”.
5. Explain five basic rules of TV news with examples. 10
6. Edit the following sentences for grammatical/usage errors explaining why they are wrong:
(a) Representing my college in NE e-sports tournament was a thrill experience. 2

- (b) I am living in Peak hostel since last year. 2
- (c) Even deciding on a career is always difficult. 3
7. What are the features of a good editorial? Name the different types of editorials. 5+2=7
8. (a) Explain any four types of social media with examples. 10
- OR
- (b) Define new media with its characteristics. 10
9. Comment on the scare tactics of the media. 4
10. Prepare a script for radio news on the given topic in 50 words:
“London Plane Crash.” 4
11. Write a note on any two positive and two negative impacts of social media. 4
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