



WEST BENGAL STATE UNIVERSITY
B.A. Programme 5th Semester Examination, 2021-22

ENGGGEC01T-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: 15×2 = 30
 - (a) What do you understand by 'social media'? Discuss the major types of social media.
 - (b) Prepare a script for a television programme on Environmental Pollution.
 - (c) Write a newspaper report on a cultural event mentioning all the necessary details.
 - (d) Write a newspaper editorial on the Covid Third Wave.

2. Answer any **four** of the following questions in about 200-500 words: 5×4 = 20
 - (a) How should a script for radio be written?
 - (b) Write briefly on Netiquette.
 - (c) What are the features of an impressive blog?
 - (d) Mention the differences between writing a newspaper report and an editorial.
 - (e) Briefly discuss the ways in which media has impacted our lives in the global age.
 - (f) Consider the aspects to be kept in mind while preparing a script for television.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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