

SET A (Hons. Sem I/III)

S. No. of Question Paper:

Unique Paper Code : 12035902

Name of Paper : Media and Communication Skills

Name of Course : **English Generic Elective -2**

Semester : I/III

Duration : 3 +1 **Hours** (1 Hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Maximum Marks : **75**

Instructions:

Answer any FOUR questions

All questions carry equal marks.

Answers to be written in 400-600 words each.

Q 1. Mass Communication is both a boon and a bane of the contemporary world. Discuss in the light of the plethora of news and information on the one hand, and the scourge of fake news on the other.

Q 2. Is it acceptable for an Advertisement to critique or subvert the norms of society? Discuss some recent Advertisements to substantiate your answer.

Q 3. Create an advertisement campaign to garner support for children who are unable to access online education.

Q 4. Do you think presenting a fair and balanced view is an important aspect to bear in mind while writing for the media? Elaborate.

Q 5. In the age of rapid advancement of technology, what role can Technical Writing and Documentation play today? Discuss some of the areas where it is found to be of use.

Q 6. The Press Council of India has laid down clear guidelines on journalistic ethics. To what extent do you think today's media follows the norms?