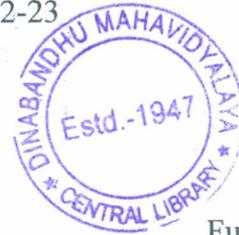




WEST BENGAL STATE UNIVERSITY  
B.A. Programme 5th Semester Examination, 2022-23

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 each: 15×2 = 30
- (a) What role does mass communication play in globalisation?
  - (b) What are the basic differences between writing a newspaper report and writing an Editorial article? Discuss with suitable examples.
  - (c) What are the major issues in 'Advertisement ethics'? Discuss with reference to the major types of advertisement.
  - (d) What is cyber media? Write a note on its importance.
2. Answer any **four** of the following questions in about 200-500 words each: 5×4 = 20
- (a) What are the characteristics of a good script?
  - (b) Define the term editing. What are the barriers removed by copy editing and print media?
  - (c) Write briefly on the salient features of writing a blog.
  - (d) Write an article on how media has affected fashion.
  - (e) What is a storyboard? Why do we need a storyboard?
  - (f) Suppose you are a newspaper reporter. What ethics would you follow when you write news on a serious topic?

—x—