

BACHELOR OF ARTS (GENERAL)

(BAG)

Term-End Examination

December, 2024

**BEGG-171 : MEDIA AND COMMUNICATION
SKILLS**

Time : 3 Hours

Maximum Marks : 100

Note : *This question paper has two Sections—
Section A and Section B. Both Sections are
compulsory.*

Section—A

Note : *Answer any **two** questions in about
150-200 words each.*

2×10=20

1. Discuss the seven C's of communication.
2. Define advertisement and state its need and function.

3. Name the various shot sizes and describe them.
4. Describe the functions of news editing.

Section—B

Note : Answer any **four** questions in about
400-450 words each. **4×20=80**

1. Discuss the impact of social and cyber media on our lives.
2. Discuss the grammar of television by giving suitable examples.
3. Write a 30 sec TV advertisement for promotion of the idea of 'Sustainable Development' without music and effects.
4. Write a letter to the editor of a newspaper on the need of keeping clean and green environment around residential places.
5. Write an interview with a journalist of your choice, framing 10 meaningful questions and their probable answers/responses.

6. Your institution organized a seminar on the theme of gender equality in the 21st Century, with you as the convenor. Prepare a report on the seminar for the magazine.
7. What is Mass Media ? Discuss the different types of Mass Media.

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