

B.A. Semester - 6 (CBCS) Examination**March/April -2020****ENGLISH: P22 APPLICATION OF ENGLISH IN MEDIA (CORE - 22)****Time: 2:00 Hours****Marks: 50****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Q.1 Choose the correct options: (10)
- (1) The term media is the plural of
(A) Medial (B) Medium (C) Mediocre (D) None
 - (2) Is one of the broad categories of Media.
(A) Print (B) Music (C) Painting
 - (3) Uses media for social and political movements.
(A) Media activism (B) Media pessimism (C) Court (D) None
 - (4) Full form of PIB is.....
(A) Public in Bollywood (B) Press investigation branch.
(C) Press investigation bureau. (D) Public investigation Balcony.
 - (5) treats news in an unprofessional or unethical way.
(A) Negative journalism (B) Yellow journalism.
(C) Black journalism (D) Immoral Journalism
 - (6) are the photographers of high profile people.
(A) Page-3 (B) Harakiri (C) Papparazzi (D) F.M.
 - (7) invented first printing press in Europe.
(A) William carton (B) John Guttenberg.
(C) Greham Bell (D) Wright brothers.
 - (8) is the father of social media.
(A) Jonathan Abrams (B) Marc Zukerberg (C) Bill Gates (D) Steve Jobs.
 - (9) invented Media literacy.
(A) Jonathan Swift (B) John Culkin S.J. (C) Dr. Johnson (D) Ben Jonson
 - (10) Out of the following is social media.
(A) Instagram (B) Magazine (C) Book (D) Manuscript
- Q.2 Show your acquaintances with following media terms: (any five) (05)
- (A) Editor (B) Manuscript (C) Royalty (D) Broadcast
(E) Disc Jockey (F) Soap (G) Couch Potato
- Q.3 Write short notes on: (any two) (10)
- (A) Print media in India. (B) Characteristics of news.
(C) F. M. Revolution. (D) Various forms of electronic media.
- Q.4 Discuss the impact of internet and social networking on Indian youth. (10)
- OR
- Q.4 Throw light an various types of news.
- Q.5(A) Draft a press report on: (any one) (10)
- (1) Annual function of your college.
 - (2) 'Swacch Bharat' mission.
- Q.5(B) Draft an advertisement on: (any one) (05)
- (1) Designer garments showroom.
 - (2) After shave lotion.
