

B.A. Semester - 6 (CBCS) Examination

Oct/Nov -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) Mediums (d) none
- (2) ____ invented media literacy.
(a) Jonathan (b) John Culkin S.J
(c) Dr. Johnson (d) Ben Jonson
- (3) ____ is the father of social media.
(a) Mark Zuckerberg (b) Jonathan Abrams
(c) Bill Gates (d) None
- (4) ____ is social media.
(a) Instagram (b) Magazine
(c) Book (d) None
- (5) ____ is one of the broad categories of Media.
(a) Print (b) Music
(c) Paintings (d) Dancing
- (6) ____ invented first printing press in Europe.
(a) Gutenberg (b) William Caxton
(c) Greham Bell (d) Wright Brothers
- (7) ____ is the full form of PIB.
(a) Page 3 (b) Photo Journalism
(c) Press Conference (d) Press Information Bureau
- (8) ____ are the photographers of high profile people.
(a) Paparazzi (b) Professional
(c) Celeb Photographer (d) Disc Jockey
- (9) The Journalism which treats news in an unprofessional or unethical fashion is called ____
(a) Columnist (b) Zapper
(c) Voxpop (d) Yellow Journalism
- (10) ____ uses media for social and political movements.
(a) Media activism (b) Anchor
(c) Type Script (d) Couch Potato

Q-2 Show your acquaintances with following Media terms :(Any Five)**(5)**

- (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) FM Revolution
- (d) Various Forms of Electronic Media

Q-4. Throw light on the impact of internet and social networking on the youth of India.

(10)

OR

Q-4. Throw light on various types of NEWS.

Q-5. (A) Draft an advertisement on: (Any One)

(5)

- (a) Designer ladies' garment showroom
- (b) Aftershave Lotion

(B) Draft a press report on: (Any One)

(10)

(1) Trade Fair organized in your college.

(2) *Swachh Bharat* Mission.
