

B.A. Semester - 6 (CBCS) Examination**May/June-2021 (OLD COURSE)****Application of English in Media (optional) (Core)****Time: 1:30 Hours****Marks: 30****Instructions:**

1. Figures to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

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- Q-1 Choose the correct options: (10)
- 1) is lazy and inactive person.
(a) Couch Potato (b) Papparazi (c) Disc jockey (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 the practice of communicating news by magazines and photographs
(a) telegenic (b) photo journalism (c) footage (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) John Gutenberg (b) William coxton
(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) Papparazzi (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) (05)
- (a) Editing symbols (b) Manuscript
 - (c) Royalty (d) Broadcast
 - (e) Hacker (f) Infotainment
 - (g) Couch Potato
- Q-3 Write short notes on : (any 2) (10)
- (a) Print Media in India (b) Characteristics of News
 - (c) Web based media (d) Popular 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: (anyone) (05)
- (a) Cake shop (b) Cell phone
- Q-5 (B) Draft a press report on: (Any one) (05)
- (1) Annual function of your college.
 - (2) Covid19 vaccination programme in your town.
