

**SET A (Hons. Sem I/III)**

S. No. of Question Paper:

Unique Paper Code : 12035902

Name of Paper : Media and Communication Skills

Name of Course : **English Generic Elective -2**

Semester : I/III

Duration : 3 +1 **Hours** (1 Hour reserved for downloading of question paper, scanning and uploading of answer sheets)

Maximum Marks : **75**

***Instructions:***

**Answer any FOUR questions**

**All questions carry equal marks.**

**Answers to be written in 400-600 words each.**

**Q 1.** Mass Communication is both a boon and a bane of the contemporary world. Discuss in the light of the plethora of news and information on the one hand, and the scourge of fake news on the other.

**Q 2.** Is it acceptable for an Advertisement to critique or subvert the norms of society? Discuss some recent Advertisements to substantiate your answer.

**Q 3.** Create an advertisement campaign to garner support for children who are unable to access online education.

**Q 4.** Do you think presenting a fair and balanced view is an important aspect to bear in mind while writing for the media? Elaborate.

**Q 5.** In the age of rapid advancement of technology, what role can Technical Writing and Documentation play today? Discuss some of the areas where it is found to be of use.

**Q 6.** The Press Council of India has laid down clear guidelines on journalistic ethics. To what extent do you think today's media follows the norms?