



WEST BENGAL STATE UNIVERSITY
B.A. Programme 5th Semester Examination, 2020, held in 2021

ENGGGEC01T-ENGLISH (GE1)

MEDIA AND COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **two** questions from the following: 15×2 = 30
- (a) Write an essay on the positive and negative aspects of social media upon people's lives.
 - (b) Write a news report on a bus accident in a local village of West Bengal providing specific details regarding time, place, casualties, probable causes and police investigation.
 - (c) Write an informative script for Radio or TV on the current state of Covid-19 vaccination in India.
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Explain briefly the aesthetic considerations to be kept in mind while writing a radio script.
 - (b) Briefly explain how script writing for radio is different from that of television.
 - (c) What are some traits that a good newspaper report must possess?
 - (d) Discuss briefly the difference between a news report and an editorial.
 - (e) How has communication improved with developments in social media?
 - (f) Write a short note on any two types of social media.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—X—