



WEST BENGAL STATE UNIVERSITY
B.A. Programme 5th Semester Examination, 2024-25

ENGGGEC01T-ENGLISH (GE1)

MEDIA AND COMMUNICATION



Time Allotted: 2 Hours

Full Marks: 50

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

1. Answer any **two** questions in about 500 words each: 15×2 = 30
 - (a) Discuss the positive and negative effects of social media.
 - (b) Write an informative script for television on the importance of cultural heritage of any traditional art form.
 - (c) What do you understand as 'Cyber Crime'? Discuss the different types of cyber crime.
 - (d) What role does mass communication play in globalization?

2. Answer any **four** of the following questions in about 200-250 words each: 5×4 = 20
 - (a) What are the characteristics of a good script?
 - (b) Write briefly about the different types of advertisement.
 - (c) What is a Storyboard? Why do we need a Storyboard?
 - (d) Write briefly on Netiquette.
 - (e) Discuss how Cyber Media is different from Social Media.
 - (f) Write briefly about the responsibilities of the editor of a newspaper.

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