

This question paper contains 3 printed pages.

Your Roll No.

Sl. No. of Ques. Paper: 2151

Unique Paper Code : 62035919

Name of Paper : Media and Communication Skills

Name of Course : GE : English

Semester : V

Duration : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

The question paper contains two Sections, A and B.

*It is compulsory to answer all the questions
in both the Sections.*

*Answers must be written according
to the specific instructions given
with the questions.*

SECTION A

1. Explain any five of the following terms in not more than 30 words:
 - (a) Slogan
 - (b) Advertising appeal
 - (c) Lead
 - (d) Anchor
 - (e) Byline

P. T. O.

- (f) Editorial ethics
- (g) Feedback
- (h) Instagram
- (i) Blogger
- (j) Voice-over.

*Answer Question Nos 2 and 3 in
about 250 words each.*

2. Discuss the need for ethics in advertising.

Or

Do you think the print media is independent in its reporting? Discuss.

3. What are different types of social media? Explain any two.

Or

Emergence of cyber media is a threat to the traditional media (radio, television, print). Critically analyze the statement.

SECTION B

*Answer all the questions in about
350 words each.*

4. Write a news report on any *one* of the following:

- (a) Right to Education Act
- (b) Me-Too Movement
- (c) Chandrayan-2 Moon Mission.

Or

Describe various elements of an advertisement. Prepare a final layout of an advertisement for print media. 15

5. Prepare a TV news script for Delhi University Student Union Election, 2019.

Or

What is an editorial? Write an editorial on Government measures to curb air pollution. 15

6. Write a review of a film you have watched recently.

Or

Write a blog on 'Youth and Sports in India'. 15