

Unique Paper Code: 62035919

Name of the Course: B. A. Programme

Name of the Paper: Media and Communication Skills

Semester: V

Marks: 75

Time Limit: 3+1 (one hour reserved for downloading of question paper, scanning and uploading of answer sheets).

Students will attempt any **THREE** questions.

All questions carry equal marks. Answers are to be written in **500-800 words**.

Q. 1 What are the modes of mass communication? Comment on the significance of radio as a mode of mass communication, especially in developing countries with poor literacy rates.

Q. 2 Define advertising. What are the ethics of advertising and why are they important? Discuss with examples.

Q. 3 Write an editorial on the efficacy of the steps taken by the Government of India to curb the spread of Covid-19 infection.

Q. 4 In an era of increased focus on social media, the responsibility is on the individual to stop the spread of fake news. Discuss with examples.

Q. 5 Write a script for a radio interview on the hazardous impact of air pollution in Delhi, keeping in mind the salient aspects of scriptwriting for this medium.

Q. 6 Comment on the challenges being faced by the print media today.