

## Question Bank (Media and Communication Skills – semester 5)

1. Define Mass Communication and the dynamism it has undergone in the globalized world.
2. Discuss in detail the different forms of mass communication.
3. Elaborately discuss the ethics of advertisement in terms of its larger socio-cultural impact.
4. Draw a rough sketch of a storyboard for a potato chips commercial.
5. Draft the script of a feature radio programme on time management.
6. Draft a newspaper editorial on public protests in India.
7. Write a film review of a film you have recently seen and liked, specifically discussing its plot, themes, technical features, as well as strengths and weaknesses.
8. Draft an interview with a philanthropist to be broadcasted on television.
9. Write an article of about 300 words on the impact of social media on the personal life of individuals.
10. Edit the following passage:

Sorrow being the supreme emotion of which man is capable, is at once the type and test of all great art. What the artist was always looking for is the mode of existence in which soul and body are one and indivisible; in which the outward is expressive of the inward: in which form reveal. Behind joy and laughter there may be a temperament, coarse, hard and callous. But behind sorrow there is always sorrow. Pain, unlike pleasure, wears no mask. Truth in art is the unity of a thing with itself: the outward rendered expressive of the inward, the soul made incarnate, the body instinct with spirit. For this reason there is no truth comparable to sorrow. There are times when sorrow seems to me to be only truth. Other things may be illusions of the eye or the appetite, made to blind the one and cloy the other, but out of sorrow have the worlds being built and at the birth of a child or a star there is pain.