

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2019

Subject Name : English for Media

Subject Code : 4AH03EFM1

Branch: B.A (English)

Semester : 3

Date : 24/10/2019

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

Q-1

Attempt the following questions:

(14)

1. Define mass media.
 2. What are the functions of media ?
 3. What does LPG mean in term of media ?
 4. Which web portal can help in citizen state interaction?
 5. In 1440, who introduced his invention of a movable type printing press ?
 6. By 1900, newspapers were very popular. Give two reasons.
 7. Who started radio broadcasting in 1896 ?
 8. In which cities, first radio clubs were established in 1923 and 1924 ?
 9. What is the full form of AIR ?
 10. What is the full form of SITE ?
- 11) Which of the following is/are element/s of news ?
- a) immediacy b) flexibility c) swiftness d) all of these
- 12) Which of the following is **not** true about Newspaper ?
- a) it's an organ of public opinion b) it's an outdated form of news c) it's recorder of events d) none of these
- 13) Which of the following is **not** considered as pillar of Indian democracy ?
- a) Legislature b) Executive c) Religion d) none of these
- 14) Which is the English Newspaper in India ?
- a) Dainik Bhaskar b) Hindustan Times c) Gujarat Samachar d) All of these



Attempt any four questions from Q-2 to Q-8

- Q-2** Write short notes on the following : (14)
1. Print Media
2. History of Radio
- Q-3** Write detailed note on the role of media in society and democracy. (14)
- Q-4** Write brief answers of the following : (14)
1. History of T.V. in India
2. Features of News Report
- Q-5** Discuss various functions of mass media in your own words. (14)
- Q-6** Write a detailed note on the types and structures of news report. (14)
- Q-7** What is a news script ? Discuss elements and techniques of writing a news script. (14)
- Q-8** Explain the following media terms : (14)
(1) Actuality (2) Clip (3) Documentary Film (4) Ambience (5) Narrative
(6) Captions (7) Prime Time

