

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2020

Subject Name : English for Media

Subject Code : 4AH03EFM1

Branch: B.A. (English)

Semester : 3

Date : 11/03/2020

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 news in your own words.
 2. Write any two functions of media ?
 3. What is print media ?
 4. Define secondary source of news ?
 5. What is electronic media ?
 6. In which year T.V. began in India ?
 7. Who started radio broadcasting in the world ?
 8. In which years, first radio clubs were established in India ?
 9. What is the full form of PTI ?
 10. What is the full form of PCI ?
- 11) Which of the following is/are **not** element/s of news ?
- a) immediacy b) flexibility c) swiftness d) motionless
- 12) Which of the following is 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- a) it's an organ of public opinion b) it's an outdated form of news c) it's recorder of events d) all of these
- 13) Which of the following is/are considered as pillar/s of Indian democracy ?
- a) Legislature b) Executive c) Religion d) both a and b
- 14) Which is the Hindi 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. Television
2. Development of Radio
- Q-3** Discuss how media is important for Indian society and democracy. (14)
- Q-4** Write brief answers of the following : (14)
1. Elements of news
2. News Report and its features
- Q-5** Write a detailed note on various functions of mass media. (14)
- Q-6** Discuss in your own words the types and structures of news report. (14)
- Q-7** Discuss elements and techniques of writing a news script for Television. (14)
- Q-8** Discuss how language plays a big role in mass media. (14)

