

C. U. SHAH UNIVERSITY

Winter Examination-2021

Subject Name: English for Media

Subject Code: 4AH03EFM1

Branch: B.A. (English)

Semester: 3

Date: 21/12/2021

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. Media is considered as the _____ of Democracy.

- a) 2nd Pillar
- b) 3rd Pillar
- c) 4th Pillar

2. Which of the following is/are platform/s of mass communication?

- a) Press
- b) Television
- c) Both A&B

3. On 8th November 2016 the Government of India announced to _____ the legal status of Rs.500 & Rs.1000 Notes on Television Channels.

- a) Discontinue
- b) New Value
- c) Devalue

4. The Logo of _____ appearing on the T.V screens has been significant in India.

- a) Satyameva Jayate
- b) Satyam Shivam Sundaram
- c) Bharat Bhumi

5. The Indian Express, Hindustan Times are _____ newspapers of India.

- a) Continental-English
- b) National-Hindi
- c) National-English

6. Which word is similar to announcement?



- a) Play
- b) Advertisement
- c) Debate

7. A story, play etc shown in moving pictures at the cinema or T.V is known as ____.

- a) Film
- b) Novel
- c) Soap Opera

8. Which of the following has brought the world close to us?

- a) T.V
- b) Type writer
- c) News channels

9. Which of the following are the forms of media?

- a) T.V
- b) Radio
- c) both

10. An official statement issued to Newspaper giving information about a particular matter is ____.

- a) Press Release
- b) Editorial
- c) News Joinder

11. When did India censor the media?

- a) When there was Emergency in 1975-77
- b) When bomb blasts took place
- c) When Indira Gandhi was assassinated

12. A group of people on panel gathered to discuss a topic in front of audience is ____.

- a) Panel Discussion
- b) Elocution
- c) Speech

13. ____ is an Audio Programme which you can listen whenever you like on your Smartphones.

- a) Telecast
- b) Podcast



c) Broadcast

14. Which of the following does not consider as the pillar of Democracy?

a) Religion

b) Executive

c) Judiciary

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

Q-2 Attempt the following questions:

[14]

A. Answer the following question is one or two sentences

(9)

1. Define mass media.
2. What does 'P' stand for in LPG?
3. What is the only weapon of Journalism?
4. Define Headline.
5. What does NEWS stand for?
6. Write two English News channel in your region.
7. Define Journalism.
8. What is 'N' stands for in UNO?
9. What is the full form of AIR ?

B. Match the pair of column A with column B

(5)

No.	A	B
1	Role, Camera, Action	Radio
2	The issues that occur across the borders	Slogan
3	Banner, Cross, Flush, Decks etc.	Shooting
4	Guglielmo Marconi	External affairs
5	A short phrase that easy to remember	Headlines

Q.3. Attempt all questions

(14)

A. Write the statements True or False

(7)

1. Poorly written stories and ungrammatical sentences can cause failure of Newspaper.
2. The dateline on news story indicates the place where the story was written.
3. The principles and the standards of Journalism are called Ethics.
4. Big newspapers of the country contain more advertisements than news and views.
5. The award that every journalist dream of receiving is Pulitzer Award.
6. Media means just social media
7. Pen is mightier than the sword

B. Distinguish between Report writing and News writing

(7)



Q.4. Attempt all questions (14)

A. How Press release is different than News Joinder?(7)

B. What is media's role in spreading nationalism? (7)

Q.5. Discuss the role of Media in society (14)

Q.6 Attempt all questions (14)

1. Write a note on -Importance of reading (7)

2. Explain the origin and development of Electronic Media (7)

Q.7. Define News Report. Explain types and features of News Report (14)

Q.8. Write a script for Television on your recent visit to Covid-19 center. (14)

