

Enrollment No: _____ Exam Seat No: _____

C. U. SHAH UNIVERSITY

Summer Examination-2022

Subject Name: English for Media

Subject Code: 4AH03EFM1

Branch: B.A. (English)

Semester: 3

Date: 29/04/2022

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.
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Q-1 Attempt all questions

[14]

Q.1 a] Answer the following questions in one or two sentences:

[10]

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 ?

Q.1.b] Choose the correct option

[04]

- 11) Which of the following is/are not the element/s of news ?
a) immediacy b) flexibility c) swiftness d) religion
- 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a) it's an organ of public opinion b) it's an outdated form of news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 Democracy?
a) Legislature b) Executive c) Judiciary 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 Headline? Discuss its types in detail. [14]

Q-8 Explain the following media terms in very short : [14]

- (1) Actuality (2) Clip (3) Documentary Film
(4) Ambience (5) Narrative (6) Captions (7) Prime Time

