

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C. U. SHAH UNIVERSITY

## Winter Examination-2022

Subject Name : English for Media

Subject Code : 4AH03EFM1

Branch: B.A. (English)

Semester : 3

Date : 29/11/2022

Time : 11:00 To 02:00

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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<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
	<b>Define: (a-e)</b>	
	a) Prime Time	1
	b) Captions	1
	c) Actuality	1
	d) Clip	1
	e) Ambience	1
	f) Write the full forms of LPG, AIR, SITE.	3
	g) Write any two functions of media	1
	h) In which year did T.V. begin in India ?	1
	i) Name any two Hindi news papers in India.	1
	j) By 1900, newspapers were very popular. Give two reasons.	2
	k) What is Mass Media?	1

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

<b>Q-2</b>	<b>Write short notes on:</b>	<b>(14)</b>
<b>A</b>	Print media	7
<b>B</b>	History of Televisions	7
<b>Q-3</b>	Write a detailed note on origin and development of Print Media.	<b>(14)</b>
<b>Q-4</b>	<b>Write short notes on:</b>	<b>(14)</b>
<b>A</b>	History of Radio	7
<b>B</b>	Role of media in society and democracy	7
<b>Q-5</b>	<b>Give the differences between:</b>	<b>(14)</b>
<b>A</b>	Press Release and News Joinder	7
<b>B</b>	Media and Nationalism	7



- Q-6** Write a detailed note on type and structures of news reports. **(14)**
- Q-7** **Attempt the following:** **(14)**
- A** Write a note on importance of reading. **7**
- B** Explain the origin and development of Electronic Media. **7**
- Q-8** Write a script for Television on your visit to an Election Campaign Centre of a Political Party. **(14)**

