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**2 SEM TDC GEEN (CBCS) 2**

**2025**

( May )

**ENGLISH**

( Generic Elective )

Paper : GE-2

( **Media and Communication Skills** )

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

**UNIT—I**

1. (a) How do you think the changing nature of mass media influenced interpersonal communication? Illustrate with examples. 15

Or

- (b) Critically assess how globalization has affected the various forms of mass communication.

( 2 )

2. Write a short note on any one of the following : 5
- (a) Importance of street plays
  - (b) Televisual media

UNIT—II

3. (a) Write a note on different types of advertisement. How do they address the target audience? 15
- Or
- (b) How far do you think the ethical issues of advertisement are monitored in the current times? Comment critically.

4. Write a short note on any one of the following : 5
- (a) Importance of taglines in an advertisement
  - (b) Steps to create an advertisement

UNIT—III

5. (a) Write a note on the importance of scriptwriting for TV and radio. 15
- Or
- (b) How is media writing different from academic writing? Assess critically.

( 3 )

6. Write a short note on any one of the following : 5
- (a) Online media writing
  - (b) Editing skills for media writing

UNIT—IV

7. (a) Write a critical note on the impact of social media on the youth. 15
- Or
- (b) What is cyber media? Write a note on its popularity in the present times.

8. Write a short note on any one of the following : 5
- (a) Role of social media in gender sensitization
  - (b) Digital divide

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