

Govt. Degree College Basohli

Internal Assignment Test of Semester IV (Session 2019-20) for
Promotion to Semester V

Subject: English Skill- Media and Communication (UENTS-404) **MM:30**

Note: All questions are compulsory. The answer should be in detail covering diagrams/ figures/ etc. if required and based on more than one source for high scoring. A medium size notebook (separate for each subject) shall be used for writing the assignment test and all the assignments relating to one student shall be **submitted together in the college in one visit** latest by 31/08/2020. (Students shall strictly follow the COVID-19 guidelines issued by the Govt. during their visit to the college such as maintaining social distancing and wearing the face mask)

Section A

Short Answer Questions (3 marks each)

- Q1. What do you mean by the Mass Communication? Discuss briefly the impacts of globalization on the Mass Communication.
- Q2. Define and discuss Advertising Ethics and its importance.
- Q3. Discuss briefly advantages and disadvantages of Advertising.

Section B

Long Answer Questions (7 marks each)

- Q4. Comment on the writing style of radio script.
- Q5. Explain the following forms of Journalistic writing:
- (i) Newspaper (ii) Editorials.
- Q6. What are the different forms of Mass Media? Explain.