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BEGG-171

**BACHELOR OF ARTS (GENERAL)
(BAG)**

Term-End Examination

December, 2022

**BEGG-171 : MEDIA AND COMMUNICATION
SKILLS**

Time : 3 Hours

Maximum Marks : 100

Note : *Answer any **five** questions choosing at least **two** questions from each Section. All questions carry equal marks. Answer each question in about **300** words.*

Section—A

1. Discuss the basic rules for writing for various mass media.
2. What are the different strategies employed to create an advertisement ? Discuss.
3. Identify the principles and examine the processes involved in news scripting for the broadcast media.

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4. Discuss the structure and various types of editorials.
5. Define communication. Discuss its role, functions and different kinds.

Section—B

6. Prepare a copy for radio advertisement for promotion of regional languages in the context of National Education Policy (NEP). How is radio advertisement distinct from Press and TV advertisement ?
7. Write a 30 sec. TV advertisement for promotion of the idea of 'Education For All' without models. (No human beings).
8. Write a feature article on impact of social media.
9. Write an e-mail to your friend telling him/her how you plan to spend your holidays.
10. Write a blog on your travelling to a unique destination.