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BEGA-001

**BACHELOR'S DEGREE PROGRAMME
(BDP)**

Term-End Examination

December, 2020

BEGA-001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *This paper has **five** compulsory questions with internal choices. All questions carry equal marks. Attempt each question in **300-350** words.*

1. Discuss the films as a medium of mass communication. 10

Or

Is writing for the web different from other forms of writing ? Give a reasoned answer focusing on web writing skills.

2. Write a detailed note on the duties and responsibilities of a reporter. 10

[2]

Or

What is graphic communication and what are its basic components ?

3. How many types of features are there ? Describe all of them briefly. 10

Or

What is an editorial in a newspaper and how does it impact the reader ?

4. Write a food review of your favourite restaurant keeping in mind what you have been taught in your course. 10

Or

Write a short feature on whether women empowerment has really taken root in our society or not.

5. Write a news report on any sensational happening that you have witnessed recently. 10

Or

Write a letter to the editor of your daily newspaper complaining about the lack of clean drinking water in your area.