

BACHELOR OF ARTS (GENERAL)

Term-End Examination

June, 2022

BEGG-171 : MEDIA AND COMMUNICATION

SKILLS

Time : 3 Hours

Maximum Marks : 100

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

Section—A

1. Elaborate the characteristics of different Mass Media. 20

2. Discuss the issue of ethics in advertisements. 20
3. Elucidate the process for unscripted TV Programmes. 20
4. Examine the main elements of World Wide Web and their role in creating content for the web. 20
5. Discuss the 7 C's of communication in detail. 20

Section—B

6. What do you understand by PSA ? Prepare a copy for a PSA on radio on a free health check-up to be held on 26th Jan., 2022 in IGNOU, New Delhi. 20
7. Write a 30 sec TV advertisement for promotion of the idea of 'Education for All' based purely on music and effects. 20
8. Write a letter to the editor of a newspaper on the importance of mental health of students during the current pandemic phase. 20

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9. Your locality organized a Cleanliness Drive in your area. Prepare a report for a local daily on this. You are the coordinator, Cleanliness Drive. 20
10. Write an interview with a sportsperson of your choice framing 10 questions and their probable 10 answers. 20