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BEGA–001

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

Term-End Examination

June, 2024

BEGA–001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : *This question paper has five compulsory questions with internal choice. All questions carry equal marks. Answer each question in **400** words unless specified differently.*

1. How is language used differently while writing for print, for broadcast or for the web ? Explain in detail. 10

Or

What is the purpose of writing a letter to the editor of a newspaper and what are some basic rules for writing it ?

2. What are some important subjects that make media news ? Discuss any *two* of them in detail.

10

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Or

What are the main functions of mass communication ? Discuss.

3. Write a detailed note on Desk Top Publishing and its rules. 10

Or

What is the importance of reviews in media and what are the qualities of a good review ?

4. Write a letter to the editor of newspaper complaining about the increase in eve-teasing in your area. 10

Or

Write a short feature on what the two years of Covid has taught you.

5. Write a book review of any book that you have read recently. 10

Or

You have been sent to interview a serial murderer who is to be hanged. List out *ten* questions and their possible answers so that a clear picture emerges of why he used to murder people.