

Maulana Azad National Urdu University

Programme: BA

V Semester Examination, December-2019

Paper Code: BAEN502DST

Paper Title: Media & Communication Skills

Time: 3 Hours

Total Marks: 70

Min Marks: 28

Note: This question paper consists of three parts: Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

Part–A contains **10** compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries **1** mark. **(10x1=10 marks)**

Part-B contains **08** questions of which students are supposed to answer **05** questions. Answer each question in approximately 200 words. Each question carries **06** marks. **(5x6=30 marks)**

Part-C contains **05** questions of which students are supposed to answer **03** questions. Answer each question in approximately 500 words. Each question carries **10** marks. **(3x10=30 marks)**

Part –A

- In the magic bullet theory, what is considered as gun?
a) Message b) Media c) Audience d) All the above
- Media acts as a _____ mirror to the society.
a) selective b) discriminating c) limited d) none of these
3. Media effect can be assessed at _____ level.
a) societal group b) family c) community group d) all the above
- Media literacy means the ability to.....
a) read and write b) create professional media
c) understand and use media d) prepare for a career in media
- Where does the word communication derived from?
a) Latin b) Greek c) Persian d) Arabic
- A primary function of an independent press in a free and democratic society is to:
a) provide news that is fair, balanced, and accessible to all people.
b) maintain social order by publishing stories that promote democratic values.
c) manage the way in which information is disseminated and presented to the public.
d) entertain audiences while supplying them with timely information on their communities.
- A news story is said to possess timeliness if it stresses events that occurred today or yesterday. (True / False)
- Written communication is a form of verbal communication. (True / False)
- Pointing fingers while talking is a good gesture of communication. (True / False)
- Maintaining eye contact while talking or giving speech is a means of effective communication. (True / False)

P.T.O.

Part-B (Short Answer)

2. What are the barriers to communication? Discuss.
3. Write a critical note on how to create an advertisement.
4. Write a short note on media and its effects.
5. Explain why '*Listening*' is the most important of all the skills in communication.
6. Briefly comment on the '*Online Advertisements*'.
7. Write a critical note on 'scripting for radio' with appropriate examples.
8. Write a critical note on '*Ethics in Media*'.
9. Define and discuss how '*Cyber Media*' is different from '*Print Media*'.

Part-C (Essays)

10. Write an essay on '*Mass Media*' with illustrations.
11. Discuss the relationship between '*Newspapers*' and '*Advertisements*' with relevant examples.
12. What are the advantages and disadvantages of '*Social Media*'? Explain.
13. Write a comprehensive note on 'the role of media in democracy' with suitable examples.
14. Write an essay on media writing with relevant examples.
