

Maulana Azad National Urdu University

Programme: BA

VI Semester Examination, April/May-2026

Course Title: **English for Media**

Course Code: **BNEN602DST**

Time: **3 Hours**

Total Marks: **70**

Note: This Question paper consists of three parts: Part-A, Part-B and Part-C. Number of words to answer 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 questions. Answer all questions. Each question carries 1 mark. **(10x1=10 Marks)**

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

Part C- Contains five questions, of which students are supposed to answer three questions. Answer each question in approximately 500 words. Each question carries 10 marks. **(3x10=30 Marks)**

Part –A

1. Attempt all.

- i. In the communication process, the person who interprets and understands the message is called the:
a) Sender b) Receiver c) Encoder d) Medium
- ii. Which of the following is an example of non-verbal communication?
a) Speech b) Email c) Facial expressions d) Newspaper article
- iii. A communication barrier caused by the use of difficult words, jargon, or language differences is known as:
a) Physical barrier b) Psychological barrier c) Organizational barrier d) Semantic barrier
- iv. Radio and television are examples of:
a) Print media b) Digital media c) Electronic media d) Social media
- v. What is the main purpose of mass media?
a) To entertain only b) To spread information to a large audience
c) To sell products only d) To write reports
- vi. An advertisement promoting road safety is an example of:
a) Commercial advertisement b) Political advertisement
c) Public service advertisement d) Social media advertisement
- vii. Which of the following best explains the concept of media convergence?
a) The replacement of newspapers by television
b) The merging of print, electronic, and digital media into a single platform
c) The use of advertisements in newspapers only d) The separation of different media forms
- viii. Which type of writing is specially prepared for television and radio programs?
a) Editorial writing b) Scriptwriting c) Column writing d) Article writing
- ix. Which of the following is the best example of an organizational barrier to communication?
a) Loud traffic noise during a speech b) Use of technical terms unknown to the audience
c) Lack of proper communication channels in an office d) Fear and anxiety of the speaker
- x. Which type of media allows immediate interaction between the audience and the content creator?
a) Print media b) Traditional radio c) Digital media d) Newspaper editorials

Part-B

2. What do you understand by barriers to communication? How do physical and semantic barriers affect effective communication?
3. What is media convergence? Explain its significance in the modern world.
4. Define advertisement and discuss the major types of advertisements with examples.
5. Discuss the different types of mass media.
6. Why is advertisement ethics important?
7. What are the unique features of media-sharing platforms such as Instagram and YouTube?
8. How has the rise of cyber media changed the way we consume news and information?
9. What are the challenges of writing for a print newspaper in the digital age?

Part-C

10. What is communication? Explain in detail the process, types, techniques, and barriers of communication with relevant examples.
11. Critically discuss the role of mass media in shaping public opinion and social awareness.
12. Explain the concepts of global media and media convergence. How have they transformed communication in the digital age?
13. Explain the process of writing for newspapers. Discuss the importance of headlines, articles, columns, and editorials.
14. Discuss the principles of report writing and editing for print and online media. Briefly explain the importance of accuracy, clarity, and objectivity in media writing.
