

Ba/Bc/Bs/Funeng-504

2017
(5th Semester)

R. NO-4
195.

FUNCTIONAL ENGLISH

Paper No. : FUNENG-504

(Mass Communication and Broadcasting)

Full Marks : 35
Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

(Radio and TV Broadcasting)

1. Why is the study of mass communication important? Explain. 3
2. "The impact of the social aspects of television has been dramatic in media theory." Elaborate. 4

8L/94

(Turn Over)

(2)

Or

What are the principles or techniques involved in writing a script for a radio play?

UNIT—II

(**News casting**)

3. Write a paragraph on how television can be considered as a tool of modernization. 3
4. What, according to you, are some of the qualities to excel as a TV anchor? 4

UNIT—III

(**TV Programme Presentation**)

5. What is a talk show? What are the techniques required to host a talk show? 3
6. Highlight four positive and four negative traits of an interviewer. 4

UNIT—IV

(**Radio Programme Presentation—1**)

7. Discuss some of the skills and attributes of a great radio presenter. 4
8. "Radio relies on the human voice to connect with the audience." Discuss. 3

(3)

UNIT—V

(Radio Programme Presentation—2)

9. "Writing a radio drama calls for a greater discipline and awareness of the nuances of language than most other forms of dramatic writing." Elaborate. *we rely on 'sound' alone* 4
10. What are some of the requisites to be a good radio jockey? 3
