

**Ba/Bc/Bs/Funeng-504**

**2018**

( 5th Semester )

**FUNCTIONAL ENGLISH**

Paper No. : FUN ENG-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*

Answer **all** questions

UNIT—I

**( Radio and TV Broadcasting )**

1. What is Mass Communication? Discuss its role in our lives. 4

Or

What are the features that distinguish Mass Communication from other forms of communication?

2. "TV is the voice of the voiceless." Do you agree? Explain. 3

L9/97

( Turn Over )

( 2 )

✓UNIT—II

( **News casting** )

3. What are the qualities required of a good newscaster/presenter? 4
4. Present a description of the technical process involved in the preparation of a newscast/news bulletin on TV. 3

Or

Describe the factors that make a story newsworthy.

✓ UNIT—III

( **TV Programme Presentation** )

5. What are interviews? Create in words the atmosphere conducive for a one-on-one interview programme on TV. 4
6. Discuss the role of a TV anchor. 3

Or

What are some of the merits and demerits of Live Broadcasting on TV?

( 3 )

UNIT—IV

( Radio Programme Presentation—1 )

7. Mention the guidelines that one needs to maintain while writing a script for a radio news package. 4

Or

Give a detailed description on the importance of radio.

8. Radio shows are often described as the 'theatre of the mind'. Explain the term. 3

UNIT—V

( Radio Programme Presentation—2 )

9. What is Radio Drama? Why is the use of sound effects in Radio Drama vastly important? 4
10. "The role of a disc jockey is more than simply playing music." Do you agree? Discuss. 3

Or

Discuss the role of a Disc jockey in radio.

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