

Ba/Bc/Bs/Funeng-504

2019

(5th Semester)

FUNCTIONAL ENGLISH

Paper No. : FUNENG-504

(Mass Communication and Broadcasting)

Full Marks : 35

Pass Marks : 45%

Time : 2 hours

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

UNIT—I

1. Why is the study of Mass Communication important? Explain. 4
2. Do you agree with the fact that radio has certain advantages over the press? Explain. 3

Or

"TV plays a very important role in the building of a society." Explain.

(2)

UNIT—II

3. What are the requisite traits of a TV newscaster/presenter? 4
4. In writing news for television, what are some of the guidelines that will make an effective news copy? 3

UNIT—III

5. Discuss how the anchor's ability to moderate will determine the quality of a talk show. 3
6. Highlight the personality needed to be a good talk show presenter. 4

UNIT—IV

7. How can you maximize interest of audience in a radio-talk? Discuss. 4
8. Give a description on the importance of radio. "Radio relies on the human voice to connect with the audience." Discuss. 3

(3)

UNIT—V

9. "The use of sound effects in radio drama is vastly important." Comment. 4
10. Discuss the role of a disc jockey in radio. 3
