

2021

(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

(Radio and TV Broadcasting)

1. What is Mass Communication? How does it differ from other communication studies? 4
2. "TV plays a very important role in the building of a society." Comment. 3

Or

Discuss the role of Mass Media in our lives.

(2)

UNIT—II

(**News casting**)

3. What, according to you, are some of the qualities to excel as a TV anchor? 4

✓4. Write a story/report for your newscast on a recent natural disaster that occurred in your State. 3

Or

Write a news report on a recent theft in your neighbourhood.

UNIT—III

(**TV Programme Presentation**)

5. Create in words the atmosphere conducive for a one-on-one interview programme on TV. 4

✓6. How is a talk show different from anchoring? Explain. 3

Or

Highlight the positive and negative traits of an interviewer.

UNIT—IV

(**Radio Programme Presentation—1**)

7. Bring out the importance of maintaining ethics while preparing a news item. 4

22L/107

(Continued)

Handwritten notes:
up. media starts
Authenticity
Recap

(3)

8. "Radio relies on the human voice to connect with the audience." Discuss. 3

Or

How can you maximize the interest of audience in a radio talk?

UNIT—V

(Radio Programme Presentation—2)

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

Or

What are some of the requisite traits of a good radio jockey?
