(6 pages)

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HEAE 11

M.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2013.

First Semester

English / English with Computer Application

Elective – ENGLISH FOR MASS COMMUNICATION

(For those who joined in July 2012 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communicating within oneself is known as

    (a) Group Communication

    (b) Transpersonal Communication

    (c) Intrapersonal Communication

    (d) Interpersonal Communication

2. Which of the following is not a characteristic of face to face communication?

    (a) Direct   (b) Personal

    (c) Mediated   (d) Intimate

3. The chronological evolution of mass media is

    (a) Radio, film, newspaper, television

    (b) Newspaper, film, radio, television

    (c) Newspaper, radio, film, television .

    (d) Film, newspaper, radio, television

4. Which of the following is not an advantage of written communication over oral communication?

    (a) It is a permanent record

    (b) Provides tangible legal evidence

    (c) Accessible to the illiterate

    (d) More accurate than oral communication

5. A scene by scene description of a screenplay, minus all or most of the dialogue

    (a) Treatment   (b) Ripple

    (c) Recans   (d) Plotting

6. A two to three page, double– spaced description of a screenplay.

    (a) Concept   (b) Synopis

    (c) Semi script   (d) Slug

7. Which of the following is not a primitive form of advertising?

   (a) Signs   (b) Town criers

   (c) Trademarks   (d) Merchandisers

8. The first newspaper to publish an advertisement in India is ——————.

   (a) The Bengal Gazette

   (b) The Friend of India

   (c) The Times of India

   (d) The Calcutta Journal

9. Embedded journalism as a concept emerged during

   (a) 9/11 trials

   (b) American aggression of Afghanistan

   (c) American aggression of Iraq

   (d) American – Iran Stand off

10. A new window which opens in from the current one displaying an advisement is known as

    (a) Pop under ad   (b) Pop up ad

    (c) Map ad   (d) Interstitial ad

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Define Communication.

    Or

    (b) What are the uses of communication?

12. (a) What are the various types of sentences?

    Or

    (b) Explain the principles involved in writing for children as audience.

13. (a) 'Inverted pyramid style' saves space and readers time. Explain.

    Or

    (b) Explain when and why you will rewrite a story.

14. (a) Discuss the purpose and advantages of advertising.

    Or

    (b) Evaluate the different media available for an advertiser in India.

15. (a) How will you differentiate writing for fiction and nonfiction content?

Or

(b) What factors are considered while writing for multimedia content?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) "Communication is the art of transmitting information, ideas and attitudes from one person to another". Describe the functions of communication in lighting with this statement.

Or

(b) What do you understand by Mass Communication? Write a note on Function, Process and Importance of Mass Communication.

17. (a) Discuss the different type of reporting explaining the norms in each.

Or

(b) Criticize the layout and design of the front page of any newspaper that you follow regularly.

18. (a) Discuss the principles of script writing.

Or

(b) What are the different kinds of scripts? Discuss different formats of script writing.

19. (a) Discuss in detail, the objectives and functions of advertising.

Or

(b) Explain in detail, the statement 'Creativity is essential for preparing an effective advertisement.

20. (a) Explain the importance, strength and impact of online journalism.

Or

(b) How web medium is helpful in recreating information ideas and their creative presentation?

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