No. of Printed Pages—2 **1190 B (PAEEM)**

[23 HKPD1SNP- 24M]

MA 1st Semester (NEP) Exam. 2023 (W)

ENGLISH (AEC)

(English for Media Studies)

[PG, S1-02]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* from the following questions (each in around 400 words): $10 \times 5 = 50$

   (*a*) Interviewing for audio-visual media is a little more challenging as compared to that of print media. Give a reasoned answer.

   (*b*) Discuss why is proper knowledge of grammar necessary for writing a good composition.

   (*c*) Why is headline considered the most important element of a news story ? What are the different types of headline ? Discuss any five in details. $5 + 5 = 10$

   (*d*) Discuss the basic aspects of writing news stories from public speeches.

   (*e*) 'Language' is said to be the copy editor's fundamental tool.- Comment.

   (*f*) Write a Letter to the Editor of a local daily highlighting the importance of proper garbage disposal with an aim to create awareness among the city residents.

   (*g*) Enumerate the steps of preparing copy. How is copywriting for print media different from that of a television copy.

(*h*) Write short notes on the following topics - 5 + 5 = 10

(*i*) Types of Columns

(*ii*) Characteristics of a good Review.

2. Answer any *four* from the following questions (each in around 200 words): 5 × 4 = 20

(*a*) Provide your views on whether to use or avoid cliches with regard to a good piece of writing.

(*b*) Discuss briefly 'Position Papers' as one of the important kinds of Public Relations (PR) writing.

(*c*) Bring out the significance of a stylebook for a newspaper publishing house.

(*d*) What do 'errors' denote with reference to grammar ? Illustrate with examples 'errors of order'. 2 + 3 = 5

(*e*) Write a review of a book you have recently read.

(*f*) Compare note taking for the print media with that of the radio.