[24-HKPD1SN- 24J (M2)]

MA 1st Semester (NEP) Exam. 2024 (S2)

JMC (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*) Define advertisement. Discuss the importance of creativity in advertisement.

(*b*) Do you agree that interviewing for audio-visual media is more challenging than that of print media ? Give a reasoned answer.

(*c*) Write a letter to the Editor of a leading newspaper on the growing problem of artificial floods in Assam.

(*d*) What are the features or elements of a good piece of writing ? Discuss.

(*e*) Discuss the key differences between copy editing and content editing. Explain which type of editing you believe is more critical in the final stages of preparing a document for publication, and why ? $5 + 5 = 10$

(*f*) Write a feature article on the topic "Tourism and Assam: Issues".

(*g*) Assess the significance of headline as the most important element of a news story.

(*h*) Discuss the basic methods of writing news stories from public speeches.

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

(*a*) What are some of the commonly used stylebooks by media houses ?

(*b*) Columns reflect humour or moods or sentiments of the author – Elaborate.

(*c*) Write a review of a film you have recently watched.

(*d*) In what way does a tip sheet help in generating publicity ? Explain.

(*e*) Why is it essential to have proper knowledge of grammar in the writing process?

(*f*) What is referred to as 'Error of Verb Forms' ? Illustrate with examples.