

B.A. Semester - 6 (CBCS) Examination**April/May-2022 (OLD COURSE)****ENGLISH: P22 APPLICATION OF ENGLISH IN MEDIA (CORE - 22)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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- Que-1 Define Media and write the types of Media. (14)
OR
- Que-1 Discuss the influence of media on society.
- Que-2 What is Print Media? Write the history of Print Media. (14)
OR
- Que-2 Illustrate the characteristics of News in print media.
- Que-3 What is electronic media and elucidate the history of electronic media in India. (14)
OR
- Que-3 What are the popular forms of electronic media? Discuss them in detail.
- Que-4 What is advertising? Prepare the advertising design in detail. (14)
OR
- Que-4 Discuss the types of appeals in advertising.
- Que-5 (A) Write notes on the following topics. (07)
Draft a press report on Cyclone in Gujarat
OR
Draft an advertisement for newly launched Washing Machine
- Que-5 (B) Write an essay on the effect of war on humankind. (07)
OR
Write an essay on global warming.
