

B.A. Semester - 6 (CBCS) Examination**March/April-2023 (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 Define Print Media. Write the history of Print Media. [14]
OR
Que.2 Discuss 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 Discuss advertising. Prepare the advertising design in detail. [14]
OR
Que.4 Discuss the types of appeals in advertising.
- Que.5 Write notes on the following topics.
(A) Draft a press report on earthquake in Turkey. [07]
OR
Draft an advertisement for newly launched Car.
- (B) Write an essay on the effect of climate change on humankind. [07]
OR
Write an essay on terrorism.
