

2021

ENGLISH — HONOURS

Paper : DSE-A-4

(Media And Communication Studies)

Full Marks : 65

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

1. Answer **any one** question within **800** words : 20
 - (a) What are the modes of mass communication? Evaluate the strengths and weaknesses of radio as a mode of mass communication.
 - (b) Comment on the challenges being faced by the print media today.

 2. Answer **any one** question within **800** words : 20
 - (a) Write an editorial on the impact of online modes of teaching-learning in a socially diverse country like India.
 - (b) Write a newspaper report on a major bus accident that took place at Esplanade, Kolkata, leaving several people seriously injured.

 3. Answer **any one** question within **600** words : 15
 - (a) You wish to sell a two-storied old house – write a classified advertisement to be published in a daily newspaper.
 - (b) Design a poster to promote tourism in the state of West Bengal.

 4. Answer **any one** question : 10
 - (a) Design a pamphlet to create awareness regarding COVID-appropriate norms to be followed in public places.
 - (b) Create a pamphlet to inform residents of your area about a blood donation camp.
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