

**BA/BSc Examination Semester- IV**

**Media Studies and Communication Skills**

**Time allotted: 3hrs**

**Course Code – UENTS-411**

**Max.Marks:80**

**Note: Attempt all questions. Each question is of 10 marks.**

Q1: What is communication? Describe the process of communication indicating clearly the role of each constituent element?

OR

What are the barriers to communication? Explain.

Q2: What are the advantages and disadvantages of verbal and nonverbal communication?

OR

Discuss in brief the characteristics and functions of communication?

Q3: Define Mass Communication. What are the different forms of mass communication?

OR

Discuss the characteristic features of Mass Media.

Q4: Discuss the impact of different types of mass media on our lives?

OR

What are the emerging trends in mass media?

Q5: Define feature writing and discuss its characteristic features.

OR

What are the basic principles in writing a news report?

Q6: Discuss the basic format of writing a news for TV?

OR

What is the role of an announcer on Radio?

Q7: What is the impact of social media on our society?

OR

What is Cyber media .Discuss its characteristics?

Q8: The World Wide Web is an important medium of communication. Identify its main elements and discuss how to create content for the web.

OR

How does social media affect our communication?