2021

ENGLISH — **HONOURS**

Paper: DSE-A-4

(Media And Communication Studies)

Full Marks: 65

as far as practicable.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

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.