

- (c) What is headline of a news item ?
Briefly discuss the basic features of a good news item headline.

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1200

Total number of printed pages – 3
23R-25 (ENG3103SE)

2025

ENGLISH
(SEC)

Paper : ENG3103SE

(Media and Mass Communication)

Full Marks : 35

Time : 1.5 hours

The figures in the margin indicate full marks for the questions.

PART-A

1. Answer the following questions : 1×3=3
- From which century does the story of modern mass communication begin ?
 - What are the different means of mass communication ?
 - What do you mean by digital media ?

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Contd.

2. What is 'credibility' of communication ? 2

3. Answer **any three** of the following questions : 5×3=15

- Discuss the contribution of newspaper in India's communication landscape.
- Enumerate the role of mass media in eradicating social ills of our country.
- Discuss the changes that have been taking place in the medium of television in India.
- What is editing ? Discuss in brief the need for editing in print media.
- Water is precious and each one of us must stop wastage. Prepare a poster urging people to employ various methods of rain water harvesting in their locality.

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PART - B

4. What is a Pamphlet ? 1

- Answer the following questions : 2×2=4

- Mention two basic functions of advertising in economic context in society.
- Discuss the relationship between music and mass media.

- Answer **any two** of the following questions:

5×2=10

- What is editorial writing ? Explain the objectives of editorial writing in newspaper.
- Trace the development of mass media in independent India with reference to radio, television and print media.

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Contd.