

2025

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) Discuss the differences between Radio and Television news and news presentation.
 - (b) What is Mass Communication? What are the characteristics of mass communication? Discuss briefly the functions of mass communication.
 2. Answer **any one** question (within **800** words) : 20
 - (a) Write an editorial on fake news and misinformation in the social media landscape.
 - (b) As a manager of an IT firm, write a report on the impact of 'work-from home' or remote working on employee productivity in your organisation.
 3. Answer **any one** question (within **600** words) : 15
 - (a) Write an advertisement for a budget-friendly electric scooter, particularly targeting college students and young professionals.
 - (b) Design a poster for the topic 'Fight Dengue and Malaria— Keep your surroundings clean'.
 4. Answer **any one** question (within **400** words) : 10
 - (a) Design a pamphlet for an NGO to fight against drug addiction, cautioning against risks, signs of addiction and where to get help.
 - (b) Create a pamphlet for a new fitness centre or yoga studio.
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