



**CHAIPAT SAHEED PRADYOT BHATTACHARYA MAHAVIDYALAYA**

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*Question Paper*

**B.A. (Under CBCS) 2<sup>nd</sup> Semester Examination 2020**

**Stream – Honours-General**

**Subject – English**

**Subject Code – GE-2**

**Paper Name-Media and Communication Skill**

**Full Marks – 30**

**Time-2 Hours**

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

Answer **One Question** [Within 250 words] from the following

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Answer Uploading mail ID - [englishhonourscpbm@gmail.com](mailto:englishhonourscpbm@gmail.com)

1. Do you believe that teenagers could benefit from communication courses?
2. How would you describe good/ effective communication?
3. The digital age has brought many new ways to communicate such as email, twitter and face book. How has communication changed? What is helpful?
4. How can an advertisement turn on undesirable product into a desirable one? Discuss with example.
5. Is advertising information or manipulation? Discuss elaborately.
6. What do you mean by media writing? What are the different types of media writing?
7. Explain in your own words what you understand either by the term “modernity” or by the term “post-modernity”.
8. What do you mean by mass communication? What is the origin of mass communication?
9. What are the risks associated with using public Wi-Fi?
10. What would be the consequences for banks to fully inform banks’ client about cyber crime attacks on electronic online banking system?

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