

U.G. 2nd Semester Examination-2022**MEDIA STUDIES****[HONOURS]****Ability Enhancement Compulsory Course (AECC)****Course Code : MSDH-ENGMAE-AECC(MIL)T-1****[English]**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.**Illustrate wherever necessary.*1. Answer any **five** questions of the following:

2×5=10

- a) What is monologue?
- b) Define group communication.
- c) What is public speech?
- d) Define non-verbal communication.
- e) State two disadvantages of monologue.
- f) Differentiate between effective and miscommunication.
- g) State two barriers of communication.
- h) Name the two parties to an interview process.

2. Answer any **two** from the following: 5×2=10

- a) Prepare a public speech of 100-150 words to raise awareness about fake news.
- b) Write a dialogue between two co-passengers in a bus focusing on the importance of maintaining social distance in public transports post the outbreak of the pandemic.
- c) Read the passage below and write a short summary of it:

Johannes Gutenberg (1398 – 1468) was a German goldsmith and publisher who introduced printing to Europe. His introduction of mechanical movable type printing to Europe started the Printing Revolution and is widely regarded as the most important event of the modern period. It played a key role in the scientific revolution and laid the basis for the modern knowledge-based economy and the spread of learning to the masses. Gutenberg many contributions to printing are: the invention of a process for mass-producing movable type, the use of oil-based ink for printing books, adjustable molds, and the use of a wooden printing press. His truly epochal invention was the combination of these elements into a practical system that allowed

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the mass production of printed books and was economically viable for printers and readers alike. In Renaissance Europe, the arrival of mechanical movable type printing introduced the era of mass communication which permanently altered the structure of society. The relatively unrestricted circulation of information—including revolutionary ideas—transcended borders, and captured the masses in the Reformation. The sharp increase in literacy broke the monopoly of the literate elite on education and learning and bolstered the emerging middle class.

3. Answer any **two** from the following: $10 \times 2 = 20$

- a) Prepare a questionnaire to interview any of your professors on their teaching strategies.
- b) Write a letter to your friend who has gone abroad to study and is settling down in the new country.
- c) Write a newspaper report on an awareness program on bullying at the workplace.
- d) Read the following passage and answer the following questions:

It is rare to find someone with good technical and communication skills. You can get far ahead

of your colleagues if you combine the two early in your career. People will judge, evaluate, promote or block you based on your communication skills. Since habits form by repeating both good and bad forms of communication, learn to observe great communicators and adopt their styles and traits—in written and verbal forms. The art of listening and learning from each and every interaction, is another secret recipe. Develop the subconscious habit of listening to yourself as you speak and know when to pause.

Learning what not to say is probably more important than learning what to say. As your career develops, you will realize that the wise speak less. Speak when you have value to add, else refrain. Poorly constructed emails with grammatical errors are acceptable between friends, but they should be seriously avoided while communicating formally with your seniors. Avoid any communication in an emotional state when you might say things you will regret later. One unnecessary word uttered at the wrong time or place can ruin a relationship, career or even your life. Such is the power of words. If such a thing happens,

you should immediately apologise, else it may haunt you for life.

Another problem to overcome is speaking too fast. Since our minds are working faster than our speech, we are inclined to speak fast. This does not necessarily mean that the person hearing it will get it any faster. On the contrary, it is always the reverse. So slow down, and think before you speak. “When I get ready to speak to people,” Abraham Lincoln said, “I spend two-third of the time thinking what they want to hear and one-third thinking what I want to say.” Adding humour and wit is also essential. But realize that not all jokes are funny and observe certain boundaries. Never say anything that could offend. Remember you are not a comedian who must offend as many people as you can to be witty.

Questions:

1. Why is it necessary to have good communication skills? 2
2. How can communication skills be developed? 2
3. What, according to the writer, should be avoided while communicating? 2

4. Why should you be careful when you tend to be humorous? 2
5. Choose the most appropriate meanings of the given words from the options provided: 2
 - i) evaluate
 1. estimate
 2. assume
 3. punish
 4. evolve
 - ii) trait
 1. treaty
 2. trail
 3. quality
 4. liberty
 5. flatter
