

2019

B.A. (Hons.)

2nd Semester Examination

ENGLISH

Paper – GE2T

Full Marks : 60

Time : 3 Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Media and Communication Skills

I. Answer any *ten* of the following questions :

10×2=20

1. What is mass communication ?
2. What are the major forms of mass communication ?
3. How is mass communication different from other forms of communication ?
4. What is the primary purpose of mass communication ?

[Turn Over]

5. What is mass media ? Give one example.
6. What are the chief barriers in an effective mass communication ?
7. What is an advertisement ?
8. How is advertising related to mass communication ?
9. What are the common forms of advertisement ?
10. What is meant by 'public relations' in mass communication ?
11. What is yellow journalism ?
12. Mention two effects of globalization on Mass Communication.
13. What is social media ? Give one example.
14. What is cyber media ?
15. What is 'podcast' ?

II. Answer any *four* of the following questions :

4×5=20

1. Briefly discuss the major features of mass communication.
2. what role does digital media play in advertising ?
3. Briefly discuss any two types of mass communication.
4. How effective is the traditional print media in advertising a product or concept ?
5. What is display advertisement ? How is it different from print advertising in newspapers ?
6. What are the different types of social media ? Briefly discuss any one type.

III. Answer any *two* of the following questions :

2×10=20

1. Briefly discuss the impacts of social media on modern society.
2. What role does social media play in mass communication and advertising ?

[Turn Over]

3. Explain the characteristic features of editorial writing.
 4. What is advertising ethics ? What role does it play in advertising ?
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Text and Performance

I. Answer any *ten* of the following questions :

10×2=20

1. What is 'gestus' in Brechtian theatre ?
2. What is emotional memory ?
3. What is 'estrangement effect' ?
4. What is meant by fourth wall in a theatrical performance ?
5. What is the full form of NSD ? When was it formed ?
6. Write two features of naturalistic theatre.
7. What is amphitheatre ?
8. Mention any two folk theatre forms in India.
9. What is an open-air performance ?
10. What is the role of 'Sutradhara' ?
11. Who was Victor Turner ? What are the three phases of 'rites of passage' ?
12. What is 'archiving' in a theatrical production ?

[Turn Over]

13. How many types of 'rasa' can be found in Indian classical dramatic tradition ?
14. What is 'habitus' ?
15. Write about two functions of cross-dressing in Shakespearean theatre.

II. Answer any *four* of the following : $4 \times 5 = 20$

1. Performance can create a 'liminal' space—elucidate.
2. What was the primary focus of Stanislavsky's 'System' ? Explain any two elements of his 'System'.
3. State the objectives of lighting. Describe three elements involved in stage-lighting.
4. Analyse the 'Meisner technique' of acting.
5. Every art contributes to the greatest of all arts, "the art of living." Justify the statement with special reference to Brechtian theory.
6. Briefly comment on the materialisation of Body in performing arts.

III. Answer any *two* of the following questions :

$2 \times 10 = 20$

1. Write a short note on the use of dramatic technique of any modern western playwright.

2. Write an essay on the role of Bharata in the development of Indian theatre.
 3. What is 'catharsis' in Aristoetlian theory ? How did Brecht contradict it ?
 4. Critically analyse the condition of modern Indian theatre ?
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