

# Media and Communication Skills PYQ 2022

**Q1. Explain in not more than 30 words of the following terms: . (i) Blog (ii) Headlines (iii) Twitter (iv) Commentary of Live Events (v) Adverts (vi) Reality Shows (vii) Musical Drama (viii) Street plays**

**Ans. Blog:** Online articles sharing insights, opinions, or information on various topics.

**Headlines:** Brief summaries of important news stories.

**Twitter:** Social media platform for short posts (tweets) of up to 280 characters.

**Commentary of Live Events:** Real-time analysis and opinions on ongoing events.

**Adverts:** Short advertisements promoting products, services, or ideas.

**Reality Shows:** Television programs featuring unscripted real-life situations or competitions.

**Musical Drama:** Performance combining music and acting to tell a story.

**Street Plays:** Live theatrical performances staged in public spaces to convey messages or entertain.

**Q2. Discuss the role played by advertisements in forming public opinions.**

**Ans. Advertisements play a significant role in shaping public opinions by influencing how people perceive products, services, ideas, and even societal issues. Here's how advertisements impact public opinions:**

**Creating Awareness:** Advertisements introduce new concepts, products, or ideas to the public. They provide information that can lead to increased understanding and informed opinions.

**Framing:** The way an advertisement presents information can influence how people perceive it. Advertisers can frame messages to emphasize certain aspects, which can sway public opinions in a particular direction.

**Emotional Appeal:** Advertisements often evoke emotions that resonate with the audience. These emotions can shape opinions by associating certain feelings with specific brands or ideas.

**Influencing Attitudes:** Through repetition and persuasive techniques, advertisements can gradually alter attitudes toward a product or issue, leading to shifts in public opinion over time.

**Social and Cultural Messaging:** Advertisements reflect societal norms and values. They can reinforce or challenge existing opinions by depicting diverse perspectives and behaviors.

**Issue Advocacy:** Advertisements are used to raise awareness about social and political issues. They can influence public opinions by presenting arguments, statistics, and real-life examples that support a specific stance.

**Agenda Setting:** Advertisements can focus public attention on certain topics, influencing which issues receive more attention and subsequently shaping public opinions on those issues.

**Consumer Behavior:** Advertisements impact purchasing decisions, which can, in turn, influence opinions about products, brands, and even the overall economy.

**Normalization of Ideas:** Advertisements can make certain behaviors or ideas seem normal or desirable, impacting how individuals perceive and accept them.

**Reinforcement of Beliefs:** Advertisements that align with existing beliefs can strengthen those beliefs, creating a sense of validation and encouraging individuals to solidify their opinions.

**Educational Value:** Advertisements often provide informative content, educating the public about new technologies, health-related matters, or social concerns, which can lead to shifts in public opinions.

**Cultural Change:** Advertisements reflect changing cultural norms and can contribute to shifts in public opinions on issues related to gender roles, diversity, and inclusivity.

**Overall,** advertisements wield the power to influence public opinions through their strategic messaging, emotional appeal, and ability to shape perceptions of products, ideas, and societal issues. As a result, they play a crucial role in shaping the way people think and feel about various topics.

### **Q3. Critically comment on the reasons for radio losing its popularity.**

**Ans. The decline in the popularity of radio can be attributed to several factors:**

**Emergence of Visual Media:** The rise of television and now digital streaming platforms has provided more engaging visual content, pulling audiences away from radio's audio-only format.

**Lack of Visual Appeal:** In comparison to television or online video content, radio lacks the visual component that many modern audiences find more captivating and immersive.

**Technological Advancements:** The availability of smartphones, tablets, and other portable devices has made it easier to access a wide variety of multimedia content on-the-go, reducing the reliance on traditional radio broadcasting.

**Internet and Streaming Services:** Online music streaming services, podcasts, and on-demand content platforms offer greater control and customization over content, leading to decreased reliance on scheduled radio programming.

**Niche and Personalized Content:** Platforms like podcasts allow listeners to find content tailored to their specific interests, making it challenging for traditional radio to compete with this level of specialization.

**Ad Revenue Challenges:** Advertisers have shifted their focus to digital platforms that provide better targeting and measurement capabilities, affecting radio's revenue and its ability to invest in quality programming.

**Competition for Attention:** Radio now competes with an array of entertainment options, including social media, video games, and streaming services, making it harder to retain audience attention.

**Aging Audience:** Radio has struggled to attract younger demographics who are more accustomed to interactive and visual content. The aging audience limits radio's appeal to advertisers targeting younger consumers.

**Limited Local Content:** Many radio stations have moved towards syndicated or centralized programming, reducing the sense of local connection that was once a strong point for radio.

**Lack of Innovation:** The radio industry has been slower to adopt new technologies and interactive elements, making it appear outdated in comparison to more innovative media options.

**Changing Lifestyles:** The fast-paced and mobile nature of modern lifestyles may make it harder for individuals to tune in at specific times for live radio broadcasts.

**Accessibility of Music:** Online music platforms have made it convenient for listeners to access their favorite songs and artists on-demand, reducing the need for traditional radio playlists.

**In summary,** the decline in radio's popularity can be attributed to the emergence of visually engaging media options, technological advancements, personalized content choices, ad revenue challenges, changing demographics, and a lack of innovation. While radio still has its niche and loyal audience, it has had to adapt and evolve to remain relevant in an increasingly digital and visually-oriented media landscape.

#### **Q4. What is Fake News? How far is social media responsible for the same?**

**Ans.** Fake news refers to deliberately false or misleading information presented as factual news. It is designed to deceive readers or viewers, often with the intention of influencing opinions, spreading misinformation, or achieving certain political, economic, or social goals.

**Social media has played a significant role in the spread of fake news for several reasons:**

**Ease of Sharing:** Social media platforms make it incredibly easy for users to share content with their networks. Fake news can spread rapidly through shares, retweets, and reposts, reaching a wide audience quickly.

**Lack of Gatekeepers:** Unlike traditional media, social media lacks stringent editorial processes, allowing unverified or biased information to circulate without proper fact-checking.

**Echo Chambers:** Social media algorithms often show users content that aligns with their existing beliefs, creating echo chambers where fake news is more likely to be accepted without critical evaluation.

**Virality:** Sensational or emotionally charged fake news tends to go viral due to its ability to evoke strong reactions from users, further amplifying its reach.

**Anonymity:** Fake news creators can remain anonymous or use pseudonyms, making it difficult to trace the source and credibility of the information.

**Confirmation Bias:** Social media users may be more likely to believe and share information that confirms their preconceived notions, leading to the rapid spread of fake news that reinforces existing biases.

**Limited Attention Span:** Social media users often skim through content quickly, making them less likely to thoroughly fact-check information before sharing it.

**Information Overload:** The sheer volume of information on social media makes it challenging for users to discern accurate from inaccurate information.

**Bots and Manipulation:** Automated accounts (bots) can amplify the spread of fake news by artificially inflating engagement metrics, making the content appear more legitimate and popular than it is.

**Polarization:** Fake news can exploit social and political divisions, deepening polarization and leading to more extreme opinions.

**To counter the spread of fake news on social media,** there have been efforts to promote media literacy, critical thinking, and responsible sharing among users. Fact-checking organizations, educational campaigns, and algorithmic adjustments on social media platforms are some of the measures taken to mitigate the impact of fake news. However, the responsibility also lies with users to be discerning consumers of information and to verify the credibility of sources before sharing content.

**Q5. Do you think the media should be ethical by itself, or should there be legal means and measures to ensure media ethics?**

**Ans.** Media ethics are essential for maintaining the integrity of journalism and the trust of the public. Both self-regulation within the media industry and legal measures can play complementary roles in ensuring media ethics. **Here's a breakdown of the two approaches:**

**Self-Regulation (Ethical Approach):**

- **Journalistic Integrity:** Media organizations should uphold a strong code of ethics that prioritizes accuracy, fairness, transparency, and objectivity in reporting.
- **Public Trust:** Ethical behavior fosters public trust in media. This trust is crucial for the media's role as an information source and watchdog of democratic processes.
- **Professional Standards:** Self-regulation promotes adherence to professional standards and guidelines, encouraging journalists to act responsibly and hold themselves accountable.
- **Freedom of Press:** Self-regulation protects the freedom of the press by allowing media outlets to set their own ethical guidelines without government intervention.
- **Swift Adaptation:** Media can respond more swiftly to changing ethical challenges and technological developments without the need for lengthy legislative processes.

**Legal Measures (Regulatory Approach):**

- **Accountability:** Legal regulations can hold media organizations accountable for unethical behavior, ensuring that they face consequences for spreading false information or violating individuals' rights.
- **Preventing Harm:** Legal measures can prevent the dissemination of harmful content, such as hate speech, incitement to violence, or defamation.

- **Protecting Privacy:** Laws can safeguard individuals' privacy rights, preventing media outlets from publishing private information without consent.
- **Minimizing Bias:** Regulations can address issues of media bias and distortion, ensuring balanced reporting and diversity of perspectives.
- **Redress for Victims:** Legal avenues can offer redress to individuals or groups harmed by inaccurate or defamatory media content.
- **Public Interest:** Legal measures can ensure that media organizations prioritize the public interest and provide accurate, unbiased, and relevant information.

**Ideally**, a balanced approach is most effective. Media should be ethically conscious and self-regulate to maintain their credibility and integrity. However, legal measures are necessary to set boundaries, prevent abuse, and ensure that media fulfill their responsibilities to society.

Excessive legal regulation could potentially infringe upon press freedom and stifle investigative reporting. Striking the right balance between self-regulation and legal measures is crucial to upholding media ethics while respecting the importance of a free and independent press.

#### **Q6. Write a detailed report for your college magazine about Sports Day in your college.**

**Ans. Sports Day Spectacle: Celebrating Excellence in Athletics**

By [Your Name]

[Your College Name]

[Date]

The much-awaited annual Sports Day at [Your College Name] unfolded with vigor and excitement, showcasing a blend of competitive spirit, sportsmanship, and camaraderie. The event, held on [Date] at the [College Sports Ground], brought together students, faculty, and staff to celebrate athleticism, teamwork, and healthy competition.

#### **Grand Opening Ceremony:**

The day kicked off with a captivating opening ceremony that featured a vibrant parade of athletes, each representing their respective departments with pride. The ceremonial torch was ignited by [Distinguished Guest/Student Athlete Name], symbolizing the spirit of unity and determination that permeated the event.

#### **Thrilling Track and Field Events:**

The track and field events were the highlight of the day, with athletes displaying remarkable skill, speed, and endurance. The cheers of the crowd echoed as participants competed in races ranging

from sprints to long-distance events. The electrifying atmosphere spurred the athletes to give their best performances.

### **Team Sports Showdown:**

Team sports added a layer of excitement as students faced off in thrilling matches of football, basketball, volleyball, and cricket. The matches showcased not only athletic prowess but also strategic thinking, coordination, and teamwork. The spectators were treated to nail-biting moments and remarkable displays of sportsmanship.

### **Celebrating Diversity:**

The Sports Day celebrated diversity through various fun and engaging events, including tug-of-war, sack races, and three-legged races. These activities emphasized the importance of participation, camaraderie, and the joy of sports beyond competition.

### **Showcasing Talent:**

The event was not limited to traditional sports; it also celebrated artistic talents through a dynamic cultural program. Students enthralled the audience with dance performances, martial arts demonstrations, and gymnastic routines. This fusion of sports and culture added a unique dimension to the festivities.

### **Honoring Achievements:**

The grand closing ceremony was graced by [Chief Guest's Name], who felicitated the winners and acknowledged the efforts of all participants. The coveted trophies and medals were awarded to champions in various categories, recognizing their dedication and hard work.

### **Beyond the Podium:**

Sports Day transcended the realm of athletics, fostering a sense of unity and shared purpose within the college community. It provided a platform for students to bond, encourage one another, and celebrate their college spirit.

### **Conclusion:**

[Your College Name]'s Sports Day was more than just a series of athletic competitions; it was a testament to the college's commitment to holistic development, fostering discipline, teamwork, and a healthy lifestyle among its students. The event showcased not only the physical prowess of the participants but also their dedication, resilience, and determination to excel.

As the sun set on an exhilarating day, the memories of Sports Day lingered as a reminder of the power of sports to unite, inspire, and create lasting memories. The event served as a reaffirmation of [Your College Name]'s commitment to nurturing all-round excellence among its students.

[Your Name]

[Your College Department]

[Contact Information]

**(Note:** Please ensure to personalize the report by adding specific details about your college, the events, participants, and any notable achievements or special moments.)

**Q7. Write a script for a radio feature on ways to ensure the college campus should be ragging-free.**

**Ans. Radio Feature:** Ensuring a Ragging-Free College Campus

**Host:** Good morning, listeners! Welcome to [Radio Station Name], your source of informative and engaging content. Today, we bring you an important topic that concerns all students and educators: how to ensure a ragging-free college campus. Ragging, often disguised as harmless fun, can have serious consequences on the mental and emotional well-being of students. We have some valuable insights to share on this issue. Let's dive right in!

**Segment 1:** Understanding Ragging

**Host:** To begin, let's understand what ragging is. Ragging is a form of bullying or hazing that can take various forms, from harmless pranks to outright harassment. It can lead to physical and psychological trauma for the victims. The first step to prevent it is to recognize its harmful impact.

**Segment 2:** Creating Awareness

**Host:** Creating awareness is key. Educational institutions should regularly organize workshops, seminars, and orientation sessions that educate students about the consequences of ragging. Empowering students with knowledge helps them identify and report instances of ragging.

**Segment 3:** Strict Anti-Ragging Policies

**Host:** Implementing strict anti-ragging policies is crucial. These policies should clearly define what constitutes ragging, the consequences for those involved, and the reporting mechanisms. This sends a strong message that ragging won't be tolerated.

**Segment 4:** Mentorship Programs

**Host:** Establishing mentorship programs can make a significant difference. Assigning senior students as mentors to freshmen creates a supportive environment and eases the transition. This bond discourages any harmful behavior and fosters a culture of mutual respect.

#### **Segment 5: Anonymous Reporting Systems**

**Host:** It's essential to provide students with a safe and anonymous way to report incidents. Hotlines, online platforms, or suggestion boxes allow victims or witnesses to come forward without fear of retaliation.

#### **Segment 6: Campus Security and Surveillance**

**Host:** Having visible security personnel and surveillance cameras around the campus can act as a deterrent against ragging incidents. Knowing that their actions are being monitored can discourage potential offenders.

#### **Segment 7: Counseling and Support**

**Host:** For those affected by ragging, providing access to counseling and support services is essential. Students who've experienced ragging need a safe space to share their experiences and receive assistance in overcoming the trauma.

#### **Segment 8: Student Engagement and Activities**

**Host:** Encouraging positive student engagement is a great preventive measure. By organizing sports, cultural events, and community service activities, colleges can provide healthy avenues for interaction that discourage negative behavior.

#### **Segment 9: Parental Involvement**

**Host:** Lastly, involving parents in anti-ragging efforts is vital. Colleges can communicate with parents about their role in preventing ragging and encourage them to be vigilant about their child's behavior.

**Host:** And there you have it, listeners! Ensuring a ragging-free college campus is a collective effort that involves students, faculty, administrators, and parents. Let's work together to create an environment that's safe, respectful, and conducive to learning and personal growth.

Thank you for tuning in to [Radio Station Name]. Stay informed, stay engaged, and stay ragging-free!

**Q8. Write a review of a film or web series that you recently watched.**



## **Ans. Film Review: "Mystic Odyssey"**

Mystic Odyssey takes audiences on an enthralling journey that intertwines ancient mysticism with modern-day intrigue. Directed by visionary filmmaker [Director's Name], the film seamlessly blends captivating storytelling, stunning visuals, and a mesmerizing musical score.

### **Plot and Storytelling:**

Set against the backdrop of an enigmatic hidden city, the film follows [Protagonist's Name], a young archaeologist, as she stumbles upon a long-lost civilization with mystical powers. The narrative weaves together elements of adventure, mythology, and a touch of romance, creating an engaging storyline that keeps viewers on the edge of their seats.

### **Performances:**

The cast delivers commendable performances, with [Lead Actor's Name] shining as the determined and curious protagonist. [Supporting Actor's Name] brings depth to the role of a wise sage, while [Lead Actress's Name] adds a layer of intrigue as the enigmatic guardian of the ancient secrets.

### **Visuals and Cinematography:**

The film's visual aesthetics are nothing short of breathtaking. The intricate sets and vibrant landscapes immerse the audience in the mystical world, while the seamless blend of CGI and practical effects adds a touch of realism to the supernatural elements. The cinematography, characterized by sweeping shots and dynamic framing, enhances the film's sense of grandeur.

### **Direction and Pacing:**

[Director's Name] demonstrates a masterful command of the narrative flow, maintaining a balanced pace that combines moments of introspection with pulse-pounding action sequences. The director's attention to detail is evident in every frame, enriching the storytelling experience.

### **Music and Soundtrack:**

The film's musical score, composed by [Composer's Name], is a standout feature. It skillfully accompanies each scene, enhancing emotions and creating a sense of wonder. The evocative melodies linger long after the credits roll, adding an extra layer of immersion.

### **Themes and Messages:**

Mystic Odyssey delves into themes of self-discovery, the power of ancient knowledge, and the consequences of unearthing hidden truths. It invites viewers to reflect on the balance between progress and preservation and the importance of respecting cultural heritage.

### **Overall Impression:**

In a cinematic landscape saturated with formulaic narratives, Mystic Odyssey stands out as a refreshing and imaginative creation. It successfully merges the mystical with the modern, offering a captivating cinematic experience that lingers in the mind long after the screen fades to black.

### **Final Verdict:**

Mystic Odyssey is a visual and narrative triumph, a spellbinding tale that transports audiences to a world of wonder, mystery, and magic. A must-watch for fans of adventure, fantasy, and those seeking a cinematic escape that stimulates both the imagination and the heart.

Rating: ★★★★★☆

### **Q9. Write a blog on problems faced by online education.**

**Ans. Title:** Navigating the Challenges of Online Education: From Virtual Classrooms to Real Solutions

The rapid expansion of online education has transformed the way we learn, making knowledge accessible to a broader audience across the globe. However, this shift comes with its fair share of challenges that students, educators, and institutions must address to ensure a seamless and effective learning experience. In this blog, we'll delve into some of the significant problems faced by online education and explore potential solutions.

#### **1. Limited Engagement and Interaction:**

Online education can sometimes lack the personal touch of traditional classrooms. The absence of face-to-face interaction can lead to reduced engagement, decreased motivation, and feelings of isolation among students.

**Solution:** Incorporating interactive elements such as live video sessions, discussion forums, and virtual study groups can foster engagement and peer-to-peer interaction, mimicking the collaborative environment of physical classrooms.

#### **2. Technological Barriers:**

Access to technology and a stable internet connection is not uniform across all students. This digital divide can hinder students' participation and limit their access to educational resources.

**Solution:** Educational institutions and policymakers can work together to provide support and resources to students in need, including devices and internet connectivity. Offering offline learning options can also help bridge the gap.

#### **3. Self-Discipline and Time Management:**

Online learning demands a higher degree of self-discipline and time management skills. Many students struggle to maintain a consistent study routine and may find it challenging to stay motivated without the structure of in-person classes.

**Solution:** Providing clear schedules, setting expectations, and offering time management resources can help students organize their learning. Regular check-ins and personalized support from educators can also keep students on track.

#### **4. Quality of Content and Assessment:**

Ensuring the quality of online educational content and assessments is a concern. The absence of in-person evaluations can sometimes lead to issues of plagiarism and cheating.

**Solution:** Implementing varied assessment methods such as open-book exams, project-based evaluations, and real-world problem-solving tasks can promote critical thinking and deter cheating. Additionally, investing in high-quality course content and materials is essential for maintaining educational standards.

#### **5. Lack of Practical Learning:**

Certain fields, such as sciences, arts, and vocational subjects, require hands-on experience that may be challenging to replicate in virtual environments.

**Solution:** A blended approach, combining online theory with occasional practical workshops or labs, can provide students with a more holistic learning experience. Utilizing virtual simulations and augmented reality can also help bridge the gap.

#### **6. Faculty Training and Support:**

Educators often require training to effectively transition from traditional teaching methods to online platforms. Lack of training can impact the quality of instruction.

**Solution:** Institutions should invest in faculty development programs that equip educators with the necessary skills to engage students effectively in online settings. Regular workshops and peer mentoring can go a long way in enhancing teaching strategies.

#### **7. Mental Health and Well-Being:**

The isolation and screen-centric nature of online learning can contribute to mental health issues such as anxiety and stress among students.

**Solution:** Incorporating well-being initiatives, counseling services, and promoting a healthy work-life balance can support students' mental health. Encouraging breaks, physical activity, and mindfulness practices during the day can alleviate some of these challenges.

**While online education offers a plethora of opportunities,** it's essential to acknowledge and address these challenges to provide a well-rounded and equitable learning experience. By embracing innovative solutions and collaboration between educators, institutions, and policymakers, we can transform these obstacles into stepping stones toward a more inclusive and effective online education landscape.

**Q10. Write a story for an advertisement storyboard on a fog new mobile phone to be launched, emphasising its camera features.**

**Ans. Advertisement Storyboard:** Unveiling the FogX Pro - Where Every Moment Shines

**Scene 1:** Introducing the FogX Pro

[Opening shot of a sleek, modern smartphone emerging from a layer of mist, slowly revealing the name "FogX Pro" on the screen.]

**Narrator:** "Introducing the FogX Pro - the smartphone that captures every moment in breathtaking clarity."

### **Scene 2: Capturing Morning Beauty**

[A close-up shot of a dew-kissed flower in a serene morning garden. The camera focuses, highlighting the intricate details of the petals.]

**Narrator:** "Experience the magic of each dawn with FogX Pro's advanced camera capabilities."

### **Scene 3: Vibrant Cityscape**

[A panoramic view of a bustling city at sunset, with the skyscrapers reflecting the warm hues of the sky. The camera smoothly zooms in on the intricate architecture.]

**Narrator:** "From cityscapes to landscapes, FogX Pro brings out the vibrancy of every scene."

### **Scene 4: Portrait Perfection**

[A portrait shot of a smiling model, with the background gently blurred. The camera focuses on the subject's expressive eyes and radiant smile.]

**Narrator:** "Capture the essence of every personality with FogX Pro's stunning portrait mode."

### **Scene 5: Low Light Brilliance**

[A dimly lit café scene, where a group of friends laughs and shares stories. The camera adjusts effortlessly, revealing the ambient warmth and camaraderie.]

**Narrator:** "Even in low light, FogX Pro shines, preserving moments that matter."

### **Scene 6: Zooming into Adventure**

[A shot of a distant mountain peak. The camera smoothly zooms in, revealing intricate trails and breathtaking landscapes.]

**Narrator:** "Zoom into the heart of adventure with FogX Pro's powerful zoom capabilities."

### **Scene 7: Selfie Time**

[A group of friends takes a fun selfie, and the front camera captures everyone's smiles, even in varied lighting conditions.]

**Narrator:** "Your selfies have never looked this good – FogX Pro ensures you shine in every click."

**Scene 8: Sharing Memories**

[Various shots of friends sharing photos and memories on their FogX Pro devices, capturing joyful moments together.]

**Narrator:** "With FogX Pro, your memories are vividly alive and ready to be shared."

**Scene 9: Unveiling the FogX Pro Logo**

**[A final shot of the FogX Pro logo on the screen, accompanied by a tagline: "Unleash Brilliance."]**

**Narrator:** "Unleash brilliance with the FogX Pro – where every moment shines brighter."

[End with a fade-out transition and the FogX Pro logo on the screen, along with details about the launch date and website.]

**Narrator:** "Get ready to capture the world in a new light. Visit our website to be the first to experience the FogX Pro."

[Background music fades out as the screen fades to black, leaving viewers intrigued and excited about the upcoming launch.]