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Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: ENG1904 **Course Name:** Language and Communication in Media

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3
Marks	6	44	40

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	A comedian's joke lands well on stage but falls flat when transcribed as text on Twitter. **Identify which non-verbal elements are lost in the transition and why this affects meaning.**	2	CO1	BT1
2	A teacher delivers a lecture to a large hall with no student interruptions, while a student is thinking about his exam next hour. **Identify the two types of communication involved.**	2	CO1	BT1
3	An advertisement uses bright red and orange tones to promote a sale. **What emotional response can the non-verbal tool evoke in the audience?**	2	CO1	BT1
4	An ad for a job-search platform shows only men in formal suits as "successful professionals." **Identify the stereotype being constructed and name the group being excluded.**	2	CO2	BT1
5	A brand's diversity campaign uses the tagline "*Real beauty has no definition*." **Explain how this challenges a previously dominant ideology .**	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	A university launches a campaign encouraging students to attend a mental health awareness session. The campaign is shared through Instagram, email, and the university website. **Explain how vocabulary, tone, headlines/captions, framing, and textual choices can be adapted across Instagram, email, and the university website by writing suitable content for each medium.**	10	CO3	BT2
7	A company announces the launch of a new product in three ways: at a live event, through a radio advertisement, and as a 60-second Instagram Reel. **Explain how the audience's emotional response and level of trust might differ across a live event, radio advertisement, and 60-second Instagram Reel using McLuhan's concept "The Medium is the Message."**	10	CO3	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	A student thinks through a project idea, discusses it with a friend, presents it to the class, and later shares it on social media. **Identify the different types of communication involved and explain how the communication changes as it moves between them.**	10	CO2	BT2

PTO (Please Turn Over)

9	A scene shows two friends meeting after several years. Describe how you would change the setting, colour palette, and camera distance/proxemics to transform a “joyful reunion” into an “awkward, uncomfortable reunion,” using non-verbal tools only and explain how these changes shift audience interpretation.	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
10	A technology advertisement shows men as programmers and technical experts, while women are shown only as customers or assistants. **Apply the concepts of representation, ideology, and stereotype to rewrite the advertisement using appropriate language, style, and conventions that challenge the stereotype.**	10	CO3	BT3
11	An anti-ageing advertisement presents older people as unattractive, less confident, and less socially active, suggesting that looking younger is necessary for happiness and success. **Apply the three questions of representation(who is represented, who is doing the representing, and what are the consequences) and write a short advertisement that challenges the stereotype.**	10	CO3	BT3

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	A career advertisement shows a young woman working as an engineer, leading a team, and making important decisions at a construction site. The tagline reads, “Build your future. Lead the way.” The advertisement uses confident visuals and empowering language to associate women with leadership and professional success. **Explain how the advertisement constructs ideas about gender, career, and leadership, and discuss how it challenges traditional expectations about women’s roles.**	10	CO2	BT2
13	A toy advertisement shows a young girl playing with a doll and pretending to cook and care for a baby, while a boy in the same advertisement plays with a building set and imagines becoming an engineer. **Explain how the advertisement uses representation, assumptions, stereotypes, and omissions to construct ideas about gender roles, and discuss how this representation may influence the audience’s understanding of children’s interests and future roles.**	10	CO2	BT2