



K21U 0026

Reg. No. : .....

Name : .....



**Sixth Semester B.A. Degree (CBCSS – Reg./Supple./Improve.)**

**Examination, April 2021**

**(2016 – 2018 Admissions)**

**Core Course in Functional English**

**6B12FNG – INTRODUCTION TO MEDIA STUDIES**

Time : 3 Hours

Max. Marks : 40

- I. Answer the following in a word or phrase **each** : (4×1=4)
- 1) Define Intrapersonal communication.
  - 2) What is Gyandarshan ?
  - 3) Define elite media.
  - 4) What do you mean by misinformation ?
- II. Answer **any seven** of the following in **not more than three** sentences **each** : (7×2=14)
- 5) What is meant by Mediated reality ?
  - 6) What are the tools of informal education ?
  - 7) What is Surveillance ?
  - 8) What is Gyanvani ?
  - 9) What do you mean by Ideological State Apparatus ?
  - 10) Define Global Village.
  - 11) What is Satellite communication ?
  - 12) Define the terms : couch potato and mouse potato.
  - 13) Define Decoding.
  - 14) What is Dyadic communication ?
  - 15) What are the three stages of interpersonal communication ?
  - 16) What is Group communication ?
  - 17) What is Kinesics ?
  - 18) What is a blog ?

P.T.O.



III. Discuss **any four** of the following in a paragraph of about **80 words each** : (4×3=12)

- 19) Explain the advantages of newspaper.
- 20) Explain Media ethics.
- 21) Distinguish between Newspaper and TV.
- 22) Explain the paid news system.
- 23) What are the strengths and limitations of TV ?
- 24) What are the characteristics of New media ?
- 25) What are the types of blogs ?
- 26) Write a note on Trolls.

IV. Answer **any two** of the following in about **250 words each** : (2×5=10)

- 27) Write an essay on the new trends in social media networks.
  - 28) Explain the challenges faced by the print media.
  - 29) Discuss the dysfunctions of mass media.
  - 30) Discuss the process of communication in detail.
  - 31) Discuss the types and functions of communication.
  - 32) Discuss the benefits of internet in education.
-