



K23U 0373

Reg. No. :

Name :

**VI Semester B.A. Degree (CBCSS – OBE – Regular / Supplementary / Improvement) Examination, April 2023
(2019 and 2020 Admissions)
CORE COURSE IN FUNCTIONAL ENGLISH
6B12FNG : Introduction to Media Studies**

Time : 3 Hours

Max. Marks : 40

PART – A

(Short Answers)

Answer **all** the questions. **1** mark **each**.

(6×1=6)

1. The term communication has been originated from the Latin word _____
2. Printing press was invented by _____
3. _____ is an important function of media.
4. The Stimulus Response theory is also known as _____
5. Explanatory features are also called _____
6. An editorial depicts _____ of the newspaper.

PART – B

(Short Essay)

Answer **any 6** questions. **2** marks **each**.

(6×2=12)

7. Hyperreality.
8. What are the examples of intrapersonal communication ?
9. What is a column ? Write the name of a column writer and mention his/her column.

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10. Discuss inverted pyramid style of news writing.
11. Explain AIDA formula.
12. What is a Blog ?
13. Explain jasmine revolution.
14. Cyber Democracy.

PART – C

(Essay)

Answer **any 4** questions. **3** marks **each**.

(4×3=12)

15. Ideological state apparatus.
16. Information, misinformation and disinformation.
17. Explain Chomsky's views on spectator democracy.
18. Global Village.
19. Cultural Invasion.
20. Encoding and Decoding.

PART – D

(Long Essay)

Answer **any 2** questions. **5** marks **each**.

(2×5=10)

21. What is advertising ? Narrate the different types of advertising.
22. Explain Print media and its challenges.
23. Narrate different types of Reporting practices.
24. What are the various types of Television programs ?