



K23U 0126

Reg. No. :

Name :

VI Semester B.A. Degree (CBCSS – Supplementary)
Examination, April 2023
(2017 to 2018 Admissions)
CORE COURSE IN FUNCTIONAL ENGLISH
6B12FNG : Introduction to Media Studies

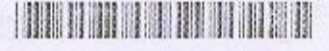
Time : 3 Hours

Max. Marks : 40

- I. Answer the following in a word or phrase each. (4×1=4)
- 1) Name the first artificial satellite.
 - 2) Radio waves are generated by an electronic device called
 - 3) _____ is a term used to refer to people who spend much of their leisure time in front of the computer.
 - 4) Spectator democracy is a concept propounded by
- II. Answer any seven of the following in not more than three sentences each. (7×2=14)
- 5) What is information overload ?
 - 6) Define Murdochization.
 - 7) What is repressive state apparatus ?
 - 8) What do you mean by a misinformed society ?
 - 9) Explain panoptikon in media.
 - 10) What are the advantages of newspapers ?
 - 11) Expand and explain EMRC and AVRC.
 - 12) Discuss cultural invasion.
 - 13) What is alternative media ?
 - 14) Explain hyper reality.

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- III. Discuss any four of the following in a paragraph of about 80 words each. (4×3=12)
- 15) Explain Harold Laswell's three functions of mass media with examples.
 - 16) What do you mean by cyber democracy ?
 - 17) Explain the evolution of society from agrarian to information society.
 - 18) Differentiate between public service broadcasting and private channels.
 - 19) Explain the growth of radio after the First World War.
 - 20) Write a paragraph on Gyanvani.
- IV. Answer any one of the following in about 250 words each. (1×5=5)
- 21) Define communication. Which are the types of communication ?
 - 22) Briefly explain the educational programmes of AIR and DD.
- V. Answer any one of the following in about 250 words each. (1×5=5)
- 23) What are the major characteristics and functions of mass media ?
 - 24) Elucidate how media mediate education.