



K24U 0114

Reg. No. :

Name :

Sixth Semester B.A. Degree (C.B.C.S.S.-OBE – Regular/Supplementary/
Improvement) Examination, April 2024
(2019 to 2021 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. McLuhan suggests that each medium is an _____ of our senses.
2. Name two popular social media platforms.
3. The type of Media that comprises of internet and mass communication is the _____
4. _____ is a method of mass promotion in which a single message can reach a large number of people.
5. Giving an appropriate _____ is called Feedback.
6. Who invented computers ?

PART – B
(Short Essay)

Answer **any 6** questions. **2** marks **each**. (6×2=12)

7. Interpersonal Communication.
8. What is a Vlog ?
9. What makes an advertisement vital ?

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10. State two disadvantages of Social Media.
11. Which institute produces educational programs for TV ?
12. What is Encoding ?
13. Cyber democracy.
14. Virtual Reality.

PART – C
(Essay)

Answer **any 4** questions. **3** marks **each**. (4×3=12)

15. What is the difference between Main stream media and Alternate media ?
16. Describe the structure of a talk show.
17. How is couch potato different from mouse potato ?
18. Explain the term Media Imperialism.
19. Explain the important features of column writing.
20. Explain the role of print media in building public opinion.

PART – D
(Long Essay)

Answer **any 2** questions. **5** marks **each**. (2×5=10)

21. The role of Social Media in Modern Society.
22. The relevance of print media decreasing through the emergence of new media. Elucidate.
23. Advertising is often accused of being unethical. Do you subscribe to this view ? Give your views on the need for ethics in advertising.
24. Why does the media highlight gender sensitization as a relevant subject today ?