

Reg No:.....  
Name :.....

K24FY1234

**First Semester FYUGP Functional English Examination**  
**NOVEMBER 2024 (2024 Admission onwards)**  
**KU1MDCFNG101 (STUDYING MEDIA)**  
**(DATE OF EXAM: 29-11-2024)**

Time : 90 min

Maximum Marks : 50

**Part A (Answer any 6 questions. Each carries 2 marks)**

1. What is reach? 2
2. What common stereotypes of women in media do Joseph identify? 2
3. How can media promote gender equality, according to Joseph? 2
4. What are the key elements of a print ad? 2
5. Where does the play "Ee Stationil Ottaykk" take place? 2
6. What is the importance of proofreading and editing? 2
7. What are the main parts of a report? 2
8. What are some common presentation tools? 2

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. Write an open editorial on the ill effects of social media. 6
10. How does Schulz suggest journalists can ensure the accuracy and fairness of their reporting? 6
11. Prepare an advertisement for a smart phone. 6
12. What environmental issues are addressed in Shihabuddin Poythumkadavu's "Ee Stationil Ottaykk"? 6
13. Discuss the advantages and disadvantages of online news platforms. 6
14. Discuss the role of visual aids in effective presentations. 6

**Part C (Answer any 1 question(s). Each carries 14 marks)**

15. (a) Explain the elements, principles and types of radio broadcasting. 7  
(b) Discuss the main features of a television production. 7
16. (a) How does "The Power of Acceptance" explore the theme of identity? Discuss. 7  
(b) Considering the different formats (radio play vs. podcast), how do they achieve similar or different storytelling effects? 7