

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

K24FY1468(C)

First Semester FYUGP Journalism Examination
November 2024 (2024 Admission onwards)
KU1DSCJMC105 (FOUNDATIONS OF MASS MEDIA)
(EXAM DATE : 06-12-2024)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Define ex-communication 3
2. Explain the concept of semantic noise in communication 3
3. What is 'infotainment'? 3
4. Explain the major characteristics of mass media 3
5. Explain the scope of mass media in an informed society 3
6. Examine how media objectify women 3
7. Describe the impact of social media on the mental health of the youth 3
8. Identify which mass media is considered as the most influential in shaping public opinion today 3

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

9. How does noise in communication lead to misunderstanding? Suggest ways to overcome it. 6
10. Analyse the interconnectedness of the elements of communication in the communication cycle. 6
11. What are the physical and psychological barriers in communication. How do they affect message delivery? 6
12. Explain the role of media to promote social skills and empathy in children. 6
13. How mass media contribute to transparency in governmental actions 6
14. Describe the role and significance of mass media in formation of mass culture with examples 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Describe the role and impact of social networking sites in contemporary society 14
16. (a) Analyze the advantages and disadvantages of new media 7

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- (b) Evaluate the print media and discuss its significance in the digital age, highlighting its advantages and limitations 7

17. Discuss the relevance and future of 'mass' in mass media 14

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