



K25U 0214

Reg. No. :

Name :

**Sixth Semester B.A. Degree (C.B.C.S.S. – OBE – Regular/Supplementary/
Improvement) Examination, April 2025
(2019 to 2022 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. _____ refers to the merging of different media technologies and platforms.
2. _____ was India's first newspaper, established in 1780.
3. The advent of _____ revolutionized mass communication in the 20th century by introducing moving visuals.
4. McLuhan's concept, "Medium is the _____," emphasizes the importance of the medium itself in shaping communication.
5. _____ media often challenges the dominant narratives presented by elite and mass media.
6. A _____ report is a real-time broadcast of an event as it happens.

**PART – B
(Short Essay)**

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

7. Mention any two characteristics of mass communication.
8. What is Chomsky's concept of "manufacturing consent" ?
9. Discuss the concept of "mean world syndrome".

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10. Mention any one type of program typically aired on television channels.
11. What is "media-constructed reality" ?
12. Describe the concept of "media convergence".
13. What is the difference between mediated reality and virtual reality ?
14. What is "decoding" in communication ?

**PART – C
(Essay)**

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

15. Why is feedback an essential element of communication ?
16. Analyze three significant effects of mass communication on society.
17. How has mass communication contributed to social change ? How has television influenced mass communication in India ?
18. What are the key features of column writing in newspapers ?
19. Write two main purposes of advertisements.
20. Explain media imperialism and cultural invasion, with reference to Murdochization and its effects on global media.

**PART – D
(Long Essay)**

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

21. Discuss in detail the elements of communication with suitable examples.
22. Briefly discuss the history of print media in India.
23. Analyze the structure of news reports and how they are written effectively ?
24. Trace the evolution of mass media communication in India and analyze how it has impacted the society in due course.