K25FY3358 Pages: 2 Reg No:.....
Name:.....

Third Semester FYUGP Degree Examination NOVEMBER 2025

KU3DSCFNG204 - ESSENTIALS OF MASS COMMUNICATION

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What role does the past experience play in the Helical Model?
2. What is the role of the field of experience in Schramm's Model?
3. Define magic bullet theory
4. Mention any three types of gratifications audiences seek from media.
5. Why is hypodermic Needle Theory named so?
6. Mention any three changes in print media after the advent of digital media.
7. How can we use television for educational purposes?
8. Give one example of a platform that shows media convergence and explain how?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Compare and Contrast Two Step Flow Theory and Multi Step Flow Theory.
10. Compare the Uses and Gratification Theory with the Hypodermic Needle Theory.
11. Discuss the assumptions of Agenda Setting Theory.
12. Evaluate which medium- internet or television is more influential today and why?
13. How is AI used in social media platforms to influence mass communication
14. Explain how media convergence has impacted traditional media platforms

Section C

Answer any 2 questions. Each carry 14 marks.

15. Evaluate how modern communication theories explain the spread of misinformation or ”fake news” in digital spaces

16. Discuss different types of print media and broadcast media.

17. Trace the developments in advertising since Independence

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