Reg No:..... K24FY1468(C)
Name :.....

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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