K26FY0562 Pages: 1 Reg No:.....
Name:.....

Fourth Semester FYUGP Degree (Reg) Examination April 2026

KU4VACJMC215 - MEDIA FOR SOCIAL CHANGE

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Define bias in media reporting.
2. What is sensationalism in media?
3. Define digital storytelling.
4. Define social movements in the digital age.
5. What is meant by mass media?
6. What is media pluralism?
7. List key elements of media campaign.
8. What does consent mean in the context of media campaigns?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Develop a concept note for a documentary on media's role in social reform.
10. Develop a social media awareness campaign against fake news.
11. Apply agenda setting theory to recent election campaign.
12. Analyze the essential elements of successful media campaign.
13. Develop a print media campaign concept for a local NGO promoting women's empowerment in rural India
14. Create a TV ad concept for a media campaign promoting healthy eating habits among India youth.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Evaluate the importance of transparency and accountability in media practices.
16. Examine the role of multimedia elements such as video, images, and interactive media in digital storytelling.

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