Reg No:..... K24FY1234
Name :.....

First Semester FYUGP Functional English Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1MDCFNG101 (STUDYING MEDIA)

(DATE OF EXAM: 29-11-2024)

Time : 90 min Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. What is reach? 2
2. What common stereotypes of women in media do Joseph identify? 2
3. How can media promote gender equality, according to Joseph? 2
4. What are the key elements of a print ad? 2
5. Where does the play "Ee Stationil Ottaykk" take place? 2
6. What is the importance of proofreading and editing? 2
7. What are the main parts of a report? 2
8. What are some common presentation tools? 2

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

9. Write an open editorial on the ill effects of social media. 6
10. How does Schulz suggest journalists can ensure the accuracy and fairness of their reporting? 6
11. Prepare an advertisement for a smart phone. 6
12. What environmental issues are addressed in Shihabuddin Poythumkadavu's "Ee Stationil Ottaykk"? 6
13. Discuss the advantages and disadvantages of online news platforms. 6
14. Discuss the role of visual aids in effective presentations. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. (a) Explain the elements, principles and types of radio broadcasting. 7
    (b) Discuss the main features of a television production. 7
16. (a) How does "The Power of Acceptance" explore the theme of identity? Discuss. 7
    (b) Considering the different formats (radio play vs. podcast), how do they achieve similar or different storytelling effects? 7

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