Reg No:..... K24FY 1468 (B)
Name :.....

# First Semester FYUGP Journalism Examination
# NOVEMBER 2024 (2024 Admission onwards)
# KU1DSCJMC105 (FOUNDATIONS OF MASS MEDIA)

(DATE OF EXAM: 4-12-2024)

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Time : 120 min Maximum Marks : 70

**Part A (Answer any 6 questions. Each carries 3 marks)**

1. Compare types of feedback in any communication 3
2. Define ex-communication 3
3. Discuss the scope of mass media in changing public opinion 3
4. Define mass communication 3
5. Express how unlimited media exposure can be a dysfunction 3
6. Define jingle 3
7. Explain the advantages of print media 3
8. Describe the impact of digital media on traditional visual media 3

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

9. Evaluate the uniqueness of different mass media platforms. 6
10. Evaluate the significance of mass media in informed society and how it transforms people 6
11. Explain how we can use mass media for the progress of the society with reference to the functions of mass media 6
12. Describe the concept of radio formatting with examples 6
13. Describe the scope of internet as a medium of information exchange 6
14. Describe the impact of reality shows on audiences 6

**Part C (Answer any 2 question(s). Each carries 14 marks)**

15. (a) Describe how political awareness given by media, influence voting behavior 7
    (b) Analyze the portrayal of traditional and non-traditional gender roles in media 7
16. Discuss the exploitation of gender in advertising with examples 14
17. Show how different types of communication can be used in a classroom setting 14

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