

First Semester FYUGP Degree Supplementary Examination
January 2025
KU1DSCJMC105 - FOUNDATIONS OF MASS MEDIA
2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A**Answer any 6 questions. Each carry 3 marks.**

1. Explain types of messages in the communication process
2. Discuss encoding in the communication process
3. Differentiate mass communication and communication
4. Express the challenges faced by mass media
5. Describe the significance of feedback in mass media
6. Explain the advantages of print media
7. Define print media
8. Differentiate between trolls and memes

Section B**Answer any 4 questions. Each carry 6 marks.**

9. Analyse the scope of mass media in influencing people
10. Review how mass media bring changes in life style?
11. Evaluate the significance of mass media in informed society and how it transforms people
12. What are the new trends in radio broadcasting
13. Explain the benefits and challenges of new media in educational sector.
14. Describe the impact of reality shows on audiences

Section C**Answer any 2 questions. Each carry 14 marks.**

15. Evaluate in detail how social media influence cultural norms, with examples

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16. (a) Describe how political awareness given by media, influence voting behavior 7
(b) Analyze the relationship between media and gender-based violence 7
17. Differentiate and explain the basic elements of the communication process with suitable examples