

**First Semester FYUGP Degree Supplementary Examination**  
**January 2025**

**KU1MDCFNG101 - STUDYING MEDIA**  
 2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

**Section A**

Answer any 6 questions. Each carry 2 marks.

1. What is spin?
2. Who is a copy editor ?
3. What is a troll?
4. How does Joseph describe the representation of women in mainstream media?
5. What are the negative consequences of media influence?
6. What are the key elements of a print ad?
7. How did Luma Mufleh overcome her struggles?
8. What are the main parts of a report?

**Section B**

Answer any 4 questions. Each carry 6 marks.

9. Write an open editorial on the ill effects of social media.
10. Analyze the social, cultural, and political impact of social media platforms.
11. How does Joseph explain the influence of media on cultural values and norms?
12. Discuss the major differences between print, radio, TV, and internet advertisements.
13. How does Shihabuddin Poythumkadavu use language and sound effects to convey emotions in "Ee Stationil Ottaykk"?
14. Create a blog on your favourite hobby.

**Section C**

Answer any 1 questions. Each carry 14 marks.

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15. (a) Write an article on a place of your choice. 7
- (b) Write a news article about a recent local event. 7
16. (a) Do the themes explored in "The Elephant Whisperers" and Dr. Ambedkar's interview have any relevance to contemporary society? Why or why not? 7
- (b) Does "The Elephant Whisperers" advocate for conservation of elephants? Share your views. 7