

**First Semester FYUGP Degree (Reg) Examination (Deficiency
Credit) April 2026**

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. Define mass communication
2. Explain the negative impact of mass media on society
3. Discuss encoding in the communication process
4. What is 'infotainment'?
5. Summarize different stages of interpersonal communication
6. Predict the impact of gender stereotypes in media
7. Discuss the educational benefits children's TV provide
8. Explain how media literacy help to strengthen democracy

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explicate the role of feedback in effective communication.
10. Develop a scenario to show that encoding and decoding are necessary for successful communication.
11. What are the physical and psychological barriers in communication. How do they affect message delivery?
12. Describe social media's effects on youth mental health and well-being
13. Examine how social influencers shape cultural trends
14. Explain how media helps to foster democracy

Section C

Answer any 2 questions. Each carry 14 marks.

15. Sketch the roles and functions of visual media in the current media scenario
16. Summarise the role, impact and challenges of new media in educational communication with special reference to Covid-19 pandemic situation
17. Point out the scope and nature of mass media in development and culture