

Reg. No.:



Name:

University of Kerala

U8751

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

ENGLISH

UK2DSCENG101 - Media Practices

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Define censorship	RE	1
2	What is “cultivation differential”?	RE	1
3	Define Layout in Advertisement	UN	2
4	What are the basic characteristics of mass media?	UN	2
5	Discuss the purpose of censorship	UN	1
6	Define Covert Advertising.	UN	3

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	What is the significance of online advertising today?	UN	3
8	Elaborate on the basic characteristics of mass media.	UN	2
9	Elaborate on the functions of advertising.	AP	3
10	Examine how technological advancements have influenced the characteristics of mass media	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) A non-profit organization wants to raise awareness about the importance of visual literacy in interpreting online news. Design a short workshop (outline the key topics and activities) that they could conduct to teach participants how to critically analyze images and videos online. OR B) Explain the importance of language of advertising	AP	2, 3
12	A) Briefly trace the history of Advertising. OR B) Analyse the influence of Twitter in recent political campaigns	AN	3, 1
13	A) Evaluate the ethical dilemmas faced by journalists today.	EV	2, 3

Qn No.	Question	CL	CO
	OR B) Evaluate the advantages and disadvantages of niche advertising compared to mass-market advertising.		
14	A) Design a brochure of the Arts Club Inauguration of your institution. OR B) Write a feature article on the influence of visual media on consumer behavior.	CR	4, 4