QP Code: U25DRIS043

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
JOU1MN102 : Introduction to Electronic Media
2024 Admission Onwards
(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries **3** Marks.* ***(Ceiling: 24 Marks)***

1. List any three examples of broadcast media.
2. Define broadcast media and give two examples.
3. What is digital content?
4. Give an example of how audio-visual content is used in education.
5. What is meant by electronic media content?
6. List any three examples of audio content.
7. What is the difference between demographics and psychographics?
8. Define "target audience" in media.
9. Compare the content structure of a television news report and a radio talk show.
10. Analyze how AI writing tools (like ChatGPT) assist content creators.

Section B

*Answer **all**. Each question carries **6** Marks.* ***(Ceiling: 36 Marks)***

11. Illustrate the communication cycle using a phone conversation.
12. Name and define any three types of communication.
13. Evaluate the importance of choosing the right communication channel.
14. Explain three important characteristics of electronic media.
15. Explain the characteristics of digital media platforms with examples.
16. Analyze the difference between studio-based and mobile-based electronic media tools.

Turn Over

17. Describe different camera angles and their purpose in visual storytelling.
18. Imagine you are launching a web series. How would you use social media to promote it?

Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10marks)***

19. Discuss the role of communication in socialization and decision-making.
20. Critically evaluate whether AI-based digital tools are replacing creative human input in media production.

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