QP Code: U25DRIS052

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

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

I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
JOU1MN104 : Mass Media Essentials
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 the key components involved in the communication process.
2. Define communication.
3. What is meant by media bias?
4. What distinguishes photojournalism from general photography?
5. What is the role of a beat reporter?
6. What is OB Van?
7. Differentiate between a staff reporter and a stringer.
8. What is citizen journalism?
9. What is meant by objectivity in journalism?
10. What is a stylebook in journalism?

Section B

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

11. Describe the importance of non-verbal communication in daily life.
12. Explain functions of mass communication.
13. Explain the characteristics of New Media.
14. Explain any three types of mass media with examples.
15. Explain the meaning and purpose of sting operations with examples.
16. Analyze the strengths and weaknesses of the inverted pyramid structure.
17. Describe how a journalist can maintain balance while reporting on political issues.

Turn Over

18. Describe the role of captions in photojournalism.

Section C

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

19. Define news. Explain various elements and sources of news.

20. Critically evaluate the effectiveness of modern digital design trends in news layouts.

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