D 132438 (Pages : 2) Name...

Reg. No....................................

FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2025

Journalism and Mass Communication

JOU1CJ101—UNDERSTANDING MASS MEDIA

(Admission Year : 2024 only)

Time : Two Hours   Maximum : 70 Marks

Section A

All *questions can be answered.*
Each question carries 3 *marks.*

1. What are the main differences between newspapers and magazines ?

2. Who is Dadasaheb Phalke, and why is he considered the father of Indian cinema ?

3. What are two advantages and two disadvantages of social media reels ?

4. What is convergence in media ?

5. What is Artificial Intelligence (AI) ?

6. What is the difference between satire and parody in media ?

7. What is clickbait, and how is it used in online media ?

8. Explain the unique characteristics of podcast media.

9. How does oligopoly affect media diversity ?

10. What is media literacy ?

(Ceiling 24 marks)

Section B

All *questions can be answered.*
Each question carries 6 *marks.*

11. Discuss how MOJO has transformed traditional journalism practices.

12. Examine the contributions of Satyajit Ray to Indian cinema and how his films reflect the socio-political context of his time.

13. Analyze the pros and cons of media consolidation.

Turn over

14. Discuss how the internet shapes modern communication and transforms information sharing and consumption.

15. Analyze the effectiveness of hashtag campaigns in driving change.

16. Discuss the impact of shoddy journalism on public trust.

17. Analyze how television soaps reflect and influence gender roles and societal values.

18. Discuss the boomerang effect and its impact on media influence.

(Ceiling 36 marks)

Section C

Answer any one.
Each question carries 10 *marks.*

19. Analyze the characteristics of print media, radio, and television, discussing their roles and impacts on society.

20. Evaluate why influencer marketing is perceived as more trustworthy than traditional advertising methods.

(1 × 10 = 10 marks)