(7 pages)

**APRIL 2026** **71527/305E6E**

Time : Three hours Maximum : 75 marks

SECTION A — (20 × 1 = 20 marks)

I. Answer ALL the questions by choosing the correct answer :

1. Which one is NOT the basic roles of mass media?

(a) Surveillance (b) Socialisation (c) Entertainment (d) Propagate ideology

2. The hypodermic needle theory assumes that the audience is _____.

(a) Active and selective (b) Critical and analytical (c) Passive and easily influenced (d) Educated & rational

3. According to Keval J. Kumar, mass media institutions are _____.

(a) Informal & flexible (b) Organised & professional (c) Highly individualistic (d) Non-commercial

4. Which of the following is a form of media globalisation discussed by Briggs and Burke?

(a) Technological diffusion (b) Cultural isolation (c) Linguistic purity (d) National censorship

5. The central argument of "A social history of the Media" is that media history should be studies as _____.

(a) A technological timeline (b) A political document (c) A social and cultural process (d) A journalistic record

6. In Winston's view, advertising content is shaped mainly by _____.

(a) Audience preferences (b) Economic imperatives of media organisations (c) Cultural Traditions (d) Government regulation

7. The relationship between advertising and media is best describe as _____.

(a) Accidental (b) Antagonistic (c) Irrelevant (d) Symbiotic

8. According to Snyder and Wally, ethical advertising should _____.

(a) Respect consumer autonomy (b) Persuade at any cost (c) Mislead if legally permitted (d) Focus only on profits

9. Deontological ethics in advertising emphasises _____.

(a) Consequences of ads (b) Rules, duties & obligations (c) Consumer pleasure (d) Market trends

10. Targeting vulnerable groups in advertising unethical when it _____.

(a) Educates consumers (b) Promotes awareness (c) Uses simple language (d) Exploits emotional (or) psychological weaknesses

11. According to Blake Snyder, the most important element of a script is _____.

(a) Visual effects (b) Budget (c) Story structure (d) Camera movement

12. In broadcast writing, Snyder's emphasis on simplicity supports _____.

(a) Clear & Direct communication (b) Ambiguity (c) Technical jargon (d) Abstract narration

13. Which principle from save the cat is most relevant to radio storytelling?

(a) visual spectacle (b) emotional connection with the audience (c) complex subplots (d) long exposition

14. Which Snyder principles aligns with the inverted pyramid style?

(a) Gradual suspense (b) Climax at the end (c) Character arc (d) important information first

15. According to Snyder's narrative logic, an editorial should _____.

(a) Remain neutral without analysis (b) Avoid persuasion (c) Present facts without interpretation (d) Guide readers toward understanding or resolution

16. Which of the following is not a characteristic of cyber journalism?

(a) Periodicity (b) Immediacy (c) Interactivity (d) Multimedia use

17. Hypertext in cyber media enables _____.

(a) Linear reading only (b) Audio broadcasting (c) Linking of related information (d) Image editing

18. Which of the following is a social networking site?

(a) Blogger (b) Facebook (c) Google scholar (d) Wikipedia

19. According to Chakravarthy, social media blus the line between _____.

(a) News & advertising (b) Journalism & entertainment (c) Producer & Consumer (d) Print & Broadcast

20. Which of the following best describes cyber media journalism?

(a) Interactive & real-time (b) Linear & delayed (c) Local & restricted (d) Print - centric

SECTION B — (5 × 5 = 25 marks)

II. Answer any FIVE of the following in about 100 words each.

21. Explain the most commonly accepted functions of mass communication.

22. Discuss the different types of mass communication.

23. Explain low Brain Winston connects technological developments in media with the growth of advertising?

24. How do Snyder and Wally address the ethical concerns related to advertising aimed at children and vulnerable group?

25. Discuss how the principles of save the cat can enhance radio script writing.

26. How can Snyder's three-act structure be applied to television script writing?

27. Define cyber media and explain its major characteristics according to Jagadish Chakravarthy.

28. Analyse the positive impacts of social cyber media on society and communication.

SECTION C — (3 × 10 = 30 marks)

III. Answer any THREE of the following in about 300 words each.

29. Examine the different forms of media globalisation - technological, economic, cultural and political.

30. Define mass communication and discuss its nature, scope and significance in modern society with reference to Keval J. Kumar.

31. Analyse the evolution of digital and online advertising in the light of Winston's theory that technological change is socially shaped rather than revolutionary.

32. Examine how editorial writing can benefit from storytelling principles such as strong openings, emotional appeal and clear resolution. Relate your answer to Snyder's approach.

33. Critically analyse the ethical issues associated with cyber media journalism, including fake news, privacy invasion, cybercrime and misinformation.

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