

Reg. No.:



Name:

University of Kerala

U8911

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	Name any two tools used for web writing.	RE	1
2	Legally permitted advertising of restricted products are called	RE	3
3	Give two tips for content creation	UN	4
4	What does the Media Dependency Theory emphasize?	UN	2
5	Any tendency in a news report to deviate from neutral and objective reality is termed as -----	UN	1
6	Define Mass Media?	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 are the traits of good content writing?	UN	4
8	What are cyber laws ?	UN	2
9	Analyze the significance of censorship in media	AP	1
10	Explain feature writing	AP	4

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) The importance of structuring in a news article. OR B) Propose a campaign idea using Out-of-Home Media (OOH) to promote awareness about cyber laws.	AP	4, 3
12	A) Critically analyze the influence of media on societal behavior using Cultivation Theory OR B) What are the various career options in web writing?	AN	3, 3
13	A) Compare and contrast the features of MS Word and Google Docs for web writing. OR B) Discuss the role and evolution of Out-of-Home Media (OOH) in advertising, highlighting the differences between traditional OOH and Digital OOH.	EV	4, 3
14	A) Create a brochure for an ayurvedic hospital. OR B) Prepare a Podcast on a tourist spot you recently visited, focusing on its cultural, historical and aesthetic significance.	CR	4, 4