

Reg. No.:



Name:

University of Kerala

W6583

Third Semester FYUGP Degree Examination, November 2025

Value Addition Courses

JOURNALISM

UK3VACJMC200 - Media & Civic Engagement

Academic Level: 200-299

2024 Admission

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 | RTI came into effect on _____ | RE | 1 |
| 2 | List any three advantages of using social media for community journalism. | RE | 3 |
| 3 | Explain Heterogenous communities. | UN | 1 |
| 4 | Explain Grassroot communication. | UN | 4 |
| 5 | Explain the concept of citizen journalism. | UN | 1 |
| 6 | Interpret the term civic sense. | 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 | Describe new media's role in shaping public opinion | UN | 2 |
| 8 | Clarify the core ideas of the Normative theory of press. | UN | 1 |
| 9 | Demonstrate why collaboration with NGOs is important for media advocacy projects? | AP | 4 |
| 10 | Identify three online platforms commonly used for social campaigns | AP | 3 |

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) Elucidate various ways to alleviate community development challenges. OR B) Design a digital media strategy to increase youth participation in civic activities. | AP | 4, 3 |
| 12 | A) Analyse how community media platforms empower society OR B) | AN | 2, 2 |

| Qn No. | Question | CL | CO |
|--------|--|----|------|
| | Explain the role of media literacy in strengthening democratic citizenship. | | |
| 13 | A) Differentiate civic journalism & citizen journalism OR B) Evaluate a recent social media driven movement | EV | 3, 4 |
| 14 | A) Design a social media campaign aimed at educating the importance of mental health. OR B) Develop a multi-media campaign to support sustainable transportation practices in your city. | CR | 4, 3 |