

Reg. No.:



Name:

University of Kerala

U8937

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC101 - Communication Skills and Applications

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Recall the importance of using appropriate tone in writing.	RE	4
2	What is Discriminative listening?	RE	1
3	Mention two qualities required of a news reader.	UN	3
4	What is an audiobook?	UN	2
5	Name the study of touch in communication	UN	4
6	Why is an outline useful before drafting?	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how an audiobook is different from a printed book.	UN	2
8	Explain the role of summarizing in written communication	UN	4
9	Detail the process of interpretative reading of a news report.	AP	2
10	List any four skills required for effective anchoring.	AP	3
11	Examine the impact of feedback on the communication process.	AP	4

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Deconstruct the body language of any of the public figures of your choice. Analyse how the person's communication skills reflect the audience's appeal and engagement level. OR B) Demonstrate the process of reflective listening.	AP	4, 3
13	A) What are the active reading strategies that can be adopted by a student? OR B) Describe the common challenges writers face during the revision process?	AP	2, 4
14	A) Analyse how sentence structure affects readability and impact. OR B) <i>Keeping good eye contact, body posture and facial expression are very important factors for an active listener. Do you agree or disagree with the statement? Justify with reasons.</i>	AN	2, 4
15	A) Compare and contrast the prewriting and drafting stages. How do they contribute differently to the writing process? OR B) Analyse the impact of cultural differences on communication.	AN	3, 4

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Do you agree if 'Brainstorming and vocabulary previews' are the two the strategies to activate the prior knowledge among the team members while reading. Explain with reasons. OR B) Analyze the role of prewriting strategies in the writing process. How do these strategies help writers organize their ideas before drafting?	AN	2, 4
17	A) The current 24x7 news scenario has led the news readers to rush through news stories, inaccurate reports, incomplete information and sometimes even misleading content. Do you think this is a challenge for the news presenters? Support with valid reasons. OR B) 1. Read the excerpt from a newspaper article and answer the questions. <i>Addiction is a disease that affects your brain and behavior. When you're addicted to drugs, you can't resist the urge to use them, no matter how much harm the drugs may cause. The earlier you get treatment for drug addiction (also called substance use disorder) the more likely you are to avoid some of the more dire consequences of the disease. Drug addiction isn't about just heroin, cocaine, or other illegal drugs. You can get addicted to alcohol, nicotine, sleep and anti-anxiety medications, and other legal substances. You can also get addicted to prescription or illegally obtained narcotic pain medications, or opioids. This problem is at epidemic levels in the United States. In 2018, opioids played a role in two-thirds of all drug overdose deaths. At first, you may choose to take a drug because you like the way it makes you feel. You may think you can control how much and how often you use it. But over time, drugs change how your brain works. These physical changes can last a long time. They make you lose control and can lead to damaging behaviors.</i> A. Identify the author's purpose of writing this article. When a reporter writes an article will he have a purpose in writing the article? In your own words explain the author's purpose of writing. B. What happens when someone get addicted to drugs? To answer this question, what reading techniques have you adopted? State the reason for using the technique. C. Is there any jargons that you have found in this passage for its comprehension? Explain the various types of jargons in reading.	EV	4, 2
18	A) Evaluate how effectively mass communication shapes audience attitude OR B) While writing an editorial on a sensational topic like child abuse or increasing violence in the society, what background information would an editor need to be able to evaluate and include for its credibility and authenticity?	EV	4, 4
19	A) 'Communication is a basic need of human life' elaborate this statement with reference to nature and importance of communication. OR B)	CR	4, 4

Qn No.	Question	CL	CO
	You are Arjun, Elamakkara, Kochi. You have seen an advertisement in The Times of India for the post of a reporter in their newspaper. Apply for the job with complete biodata.		