

QP Code: D142353		Total Pages: 1	Name:
		Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
FUNCTIONAL ENGLISH			
FEN2FM106 Public Speaking and Debating Skills			
2024 Admission onwards			
Maximum Time: 1.5 Hours		Maximum Marks: 50	
Section A			
All Questions can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)			
1	Define media communication and its relevance in contemporary society.		
2	Outline the importance of clarity in communication. How does media framing shape public opinion?		
3	Provide two examples of how digital media influences public discourse.		
4	What is the significance of bias in media communication?		
5	How can social media be used as a tool for effective public speaking?		
6	Explain two key differences between traditional media and digital media.		
7	What are some challenges in ensuring accuracy in media communication?		
8	How can journalists maintain objectivity in news reporting?		
9	Explain the role of freedom of speech in media communication.		
10	Name some techniques used in media to enhance persuasive messaging.		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)			
11	Illustrate the ways social media transformed public discourse? Provide examples.		
12	Explain the ethical responsibilities of media communicators in shaping public perception.		
13	Discuss the impact of fake news on communication and public trust.		
14	Asses how critical thinking skills help audiences evaluate media messages effectively?		
15	What role does media play in political communication and public debates?		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
16	Examine the role of media literacy in an era of digital misinformation. How can individuals develop critical media consumption skills?		
17	Analyse the influence of visual and audio elements in media communication. How do these factors impact audience perception and engagement?		