

Reg No:.....
Name :.....

K24FY 1467 (B)

First Semester FYUGP Journalism Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1DSCJMC104 (NEWS MEDIA AND DEMOCRACY)
(DATE OF EXAM: 4-12-2024)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Why the media is called as the fourth pillar of democracy? 3
2. Explain Legislature 3
3. Describe Social Responsibility Theory? 3
4. Summarize the role of Advertising in Propaganda model? 3
5. What is Flak according to propaganda model? 3
6. Describe CBFC? 3
7. Explain media imperialism 3
8. Define accuracy 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. 'Imagine a scenario where the Fourth Estate is restricted'. Describe the possible impact on society and the public access to information. 6
10. Describe the main differences between the Democratic participant theory and Soviet Communist Theory. 6
11. Explain the relationship between government control and media freedom in the Libertarian theory 6
12. Prepare a short note on the role of media self-regulation mechanisms 6
13. Compare Civic journalism and campaign journalism 6
14. Formulate innovative techniques of public journalism 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Explain how media coverage plays a crucial role in shaping public perceptions and influencing voting behaviour. 14
16. 'Whether social media provides spaces for minority voices to flourish or does it merely reinforce the dominant views'. Comment on this statement on the basis of spiral of silence theory. 14
17. Compare and Contrast Propaganda model and Limited effect Theory. 14