

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MAJOR ELECTIVE COURSE – II MEDIA AND POLITICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ refers to a practice in which journalists are attached to military units to report directly from the front lines of a conflict or war. This approach became widely known during the U.S.-led invasion of Iraq in 2003, when journalists were allowed to accompany military forces during combat operations. a) Frontline Journalism b) Defense Journalism c) Reporting Sans Frontiers d) Embedded journalism	K1	CO1
	2	Which of the following is not a media conglomerate? a) The Walt Disney Company b) Comcast Corporation c) Warner Bros. Discovery d) Doordharshan	K2	CO2
2	3	The Central Board of Film Certification (CBFC) of India issues _____ main types of film certificates. a) Four b) Three c) Two d) Five	K1	CO1
	4	The official name of the Goa film festival organized by the Government of India is _____. a) The India International Film Festivals (IIFF). b) The Goa International Film Festivals (GIFF) c) The International Film Festival of India (IFFI) d) The Indian Government's Annual Film Festivals (IGAFF).	K2	CO2
3	5	_____ refers to the scientific study of elections, voting behavior, and electoral trends. It involves the analysis of how and why people vote the way they do, the patterns of voting across different demographics and regions, and the factors influencing election outcomes, such as political campaigns, public opinion, and media influence. a) Electoral analysis b) Psephology c) Future studies d) Political Science	K1	CO1
	6	_____ is India's largest public broadcaster, providing TV and radio services with the goal of informing, educating, and entertaining the public. a) Prasar Bharati (India) b) NDTV c) Times Now d) Zee TV	K2	CO3
4	7	The term _____ was popularized by the work of Dallas W. Smythe, a Canadian communications scholar. He emphasized the relationship between media, power, and the economy, particularly focusing on how media serves the interests of political and economic elites. a) Political media b) Public Service broadcasting c) Political elite media d) Political economy of media	K1	CO4
	8	_____ is a theory that refers to the ability of the media to influence the importance placed on the topics of the public agenda. It suggests that while the media may not directly tell people what to think, they significantly affect what people think about by highlighting specific issues and events. a) Media effects b) Media influence c) Uses and gratifications d) Agenda setting	K2	CO4

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5	9	_____ is the head of the BJP's IT Cell. He has played a significant role in the party's digital campaigns and social media strategy, particularly in mobilizing support during elections. a) Amit Malviya b) Ravishankar Prasad c) Arun Shourie d) Ashwini Vaishnav	K1	CO5
	10	_____ broadcast live during the Gulf War in 1991, marking a significant moment in television news history. The network provided continuous coverage of the conflict, which began with the U.S.-led invasion of Iraq on January 17, 1991, and continued until the war's end in late February 1991. a) Al Jazeera b) BBC c) CNN d) Fox T CNN	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Elaborately analyze the role of Radio Free Europe (RFE) also known as Radio Liberty, a news organization that broadcasts information and analysis to countries where the press is restricted or not free.	K4	CO3
		(OR)		
	11.b.	Examine the following statement and write a note on Media diversity's role in a democracy: "Media monopolies can significantly impact information diversity, leading to homogenized viewpoints and reduced competition. This concentration limits public access to varied perspectives, undermines democratic discourse, and can promote biased reporting that aligns with corporate interests, ultimately affecting public opinion and policy".		
2	12.a.	In Tamil Nadu, cinema has served as a powerful tool for political propaganda, shaping public opinion and mobilizing support. Filmmakers often align with political ideologies, using narratives and stars to influence voters. With this backdrop, evaluate how this interplay has historically reinforced identity politics and social issues, making cinema a significant medium in regional politics.	K6	CO4
		(OR)	K2	CO2
	12.b.	Evaluate the role of DAVP (Directorate of Advertising and Visual Publicity) a unit of the Ministry of Information and Broadcasting in India, that is responsible for planning and executing advertising campaigns for the government, ensuring effective communication of policies and programs through various media, including print, radio, and television.		
3	13.a.	Lobbying in public relations involves advocating for specific interests or policies to influence decision-makers, including legislators and government officials. Discuss the aims of lobbying that shape public policy, foster relationships, and enhance organizational credibility.	K6	CO4
		(OR)		
	13.b.	In India, memes play a significant political role by shaping public discourse, mobilizing youth, and influencing perceptions of political figures and policies. Analyze how the memes serve as tools for satire and critique, enabling rapid dissemination of ideas and fostering engagement on social media, particularly during elections		
4	14.a.	Persuasive communication involves conveying messages designed to influence attitudes, beliefs, or behaviors. Explain how persuasive communication encompasses a broader range of contexts, such as politics and social issues.	K2	CO5
		(OR)		
	14.b.	Spiral of silence theory posits that individuals are less likely to express their opinions if they perceive themselves in the minority. Analyze how media can amplify dominant views, leading to a silencing effect on dissenting voices.		

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5	15.a.	Explain how Nazi propaganda orchestrated by Joseph Goebbels, aimed to manipulate public opinion and promote the regime's ideology, particularly through media, rallies, and art, fostering a culture of fear and conformity.	K6	CO4
	(OR)			
	15.b.	Explain how alternative media play a significant role in politics by providing platforms for marginalized voices and dissenting opinions, promoting grassroots activism, facilitating political engagement, and challenging mainstream narratives.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	The USA, and the transnational corporations based there, have a major stake in creating and maintaining an international communication system that favours the free market. It can employ its public diplomacy through extensive control of the world's communication hardware and software to promote a vision of a world, for capital but not people. The USA dominates the global traffic of information and ideas. American music, American movies, American television, and American software are so dominant, so sought after, and so visible that they are now available everywhere on the Earth. Explain how the USA influence the tastes, lives, and aspirations of virtually every nation, through their global dominance in technology, content and market.	K3	CO3
2	17	Stars embody certain cultural ideologies influencing societal norms and values. The politics of representation such as gender, race, class, etc. are deeply embedded in the star system. Stars have predominantly been from dominant groups and male, reflecting power dynamics in society. In this context, taking cues from the Tamil film industry, explain how the push for diversity and inclusion in recent years challenges these norms and represents a shift in the politics of the star system.	K2	CO2
3	18	New media in Indian politics centralizes issues of misinformation, digital activism, and data privacy. Explain the role of social media platforms that enable political engagement and mobilization but also amplify fake news, political polarization, propaganda, surveillance, data misuse, and online harassment.	K2	CO2
4	19	Recent political campaigns in India are marked by aggressive use of social media, data analytics, and targeted messaging. They blend populism, identity politics, and nationalism, often amplifying polarization. In this context, do you think political campaigns increasingly rely on personality-driven narratives, digital propaganda, and misinformation? Explain.	K6	CO4
5	20	"Ideology can be understood as the dissemination of lies, deceptions, and misinformation to the working classes to maintain a state of 'false consciousness.' The mass media operates to serve the ideological interests of the ruling class. Power in society is upheld through the construction of ideologies, which are frequently propagated by the mass media. The dominant and most influential groups shape policy to ensure that the greatest advantages accrue to themselves. Intellectuals perpetuate the dominant order by creating and promoting a worldview that convinces the oppressed that their subordination is natural, inevitable, and just." The above passage reflects the view that media serves the interests of the elite by distorting and manipulating truth on a global scale. Discuss how Indian media functions in this context, citing relevant examples from contemporary political history.	K2	CO5

Z-Z-Z

END