

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION DECEMBER 2025
(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	Which concept best describes how political films can shape public perception of historical events? a) Media determinism b) Collective memory formation c) Agenda dilution d) Political desensitization	K1	CO1
	2	Which phenomenon describes how social media platforms create isolated information environments where users primarily encounter content that confirms existing beliefs? a) Echo chambers b) Algorithmic governance c) Digital determinism d) Network neutrality	K2	CO1
2	3	How has new media primarily transformed traditional political campaign strategies? a) By eliminating the need for in-person rallies b) By enabling micro-targeting of specific voter demographics c) By replacing traditional polling methods entirely d) By standardizing political messaging across all audiences	K1	CO1
	4	According to Agenda-Setting Theory, what is the primary way mass media influences politics? a) By telling people what to think about issues b) By telling people what issues to think about c) By directly changing people's political opinions d) By reinforcing existing political power structures	K2	CO1
3	5	Which theory focuses on how political elites compete to control the dominant interpretation of events through strategic framing? a) Uses and Gratifications Theory b) Cultivation Theory c) Framing Theory d) Spiral of Silence Theory	K1	CO1
	6	Which filmmaking technique is most associated with political propaganda in early 20th century cinema? a) Method acting b) Montage c) Long takes d) Naturalistic dialogue	K2	CO1
4	7	What term describes the phenomenon where online political content becomes increasingly extreme to capture audience attention in a crowded media environment? a) Platform polarization b) Algorithmic amplification c) Outrage economy d) Digital divergence	K1	CO1
	8	Which theory proposes that people remain silent when they believe their political opinions conflict with the majority view? a) Cultivation Theory b) Knowledge Gap Hypothesis c) Spiral of Silence Theory d) Two-Step Flow Theory	K2	CO1
5	9	Which concept describes how Western media coverage often portrays non-Western nations primarily through frameworks of crisis, conflict, and instability? a) Media imperialism b) Cultural discount theory c) Development communication d) Crisis framing	K1	CO1
	10	Which international communication theory examines how global media content is interpreted differently across cultural contexts? a) Dependency theory b) Cultural proximity theory c) World systems theory d) Technological determinism	K2	CO1

Cont...

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.	Explain Media Monopoly.	K4	CO2
		(OR)		
2	12.a.	Relate the role of niche film festivals (such as environmental, human rights, or LGBTQ+ focused festivals) in promoting political discourse.	K3	CO3
		(OR)		
3	12.b.	Discuss how contemporary Tamil films address caste politics in comparison to earlier generations of political cinema.	K4	CO3
	13.a.	Evaluate the ethical implications of political microtargeting based on harvested social media data.		
4		(OR)	K3	CO3
	13.b.	Using specific examples from recent electoral campaigns or social movements, explain how memes compress complex political ideas into easily shareable content.		
5	14.a.	Construct how Habermas's concept of the "public sphere" has been transformed by digital media platforms.	K3	CO3
		(OR)		
5	14.b.	Identify both the democratizing potential and the limitations of online discourse through the lens of deliberative democracy theory.		
	15.a.	Compare and contrast the Hypodermic Needle Theory with the Two-Step Flow Theory of communication.	K5	CO2
		(OR)		
	15.b.	Simplify algorithmic filtering and digital divide.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Discuss how power imbalances in global media ownership affect political framing of international events, and discuss emerging counter-hegemonic media platforms from the Global South.	K6	CO5
2	17	Evaluate the effectiveness of documentaries as tools for political education and mobilization compared to other forms of political communication.	K5	CO4
3	18	Interpret the Agenda-Setting Theory and Framing Theory as analytical frameworks for understanding political communication.	K5	CO5
4	19	Social media has fundamentally democratized political discourse by removing traditional gatekeepers. Critically evaluate this claim by examining how digital platforms have transformed political participation, organizing, and message dissemination.	K4	CO4
5	20	Analyze how cinematic elements such as narrative, characterization, and visual symbolism communicate political meanings implicitly or explicitly.	K4	CO5