

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	The most important and widely used medium of communication for Nazi propaganda during World War II was a) Hoardings and handouts b) Newspapers c) Television d) Radio	K1	CO2
	2	The 1991 Gulf War marked a revolutionary moment in media history because a) It introduced television news b) It popularised live satellite news c) It led to the rise of online media d) None of the above	K2	CO2
2	3	The Star System in cinema is often linked to political power due to which characteristic? a) Exclusive access to classified government information and policy b) A celebrity's established mass appeal, charisma and perceived authenticity which translates into voter trust c) The mandate to select directors and producers for all state-funded films d) The ability of a star's production house to fund political campaigns	K2	CO1
	4	The film certification process helps a) To estimate film budget b) To collect taxes from revenue c) To award the best films d) To classify films based on content	K1	CO3
3	5	Online social media data is harvested and used for a) Survey-based opinion polls b) Quantitative exit polls c) Political sentiment analysis d) All of the above	K2	CO5
	6	What makes an interesting meme an effective tool for rapid political communication? a) Its high production value b) Its ability to go viral across diverse media platforms c) Its static format, which ensures the original message is never altered d) Its strict adherence to copyright	K1	CO5
4	7	The civic engagement approach to political communication is aimed at a) Centralisation of power b) Thwarting citizen discourse c) Avoiding collective action d) Empowering citizens	K1	CO5
	8	In contemporary campaign communication, the shift is towards a) General mass appeals b) A single and unified message c) Data-driven microtargeting d) Cost saving avoiding television	K2	CO3
5	9	Keith Rupert Murdoch is a) A media mogul b) The founder of News Corp c) Owned the now-defunct News of the World d) All of the above	K1	CO2
	10	Which of the following is NOT among the Big Five film festivals? a) Venice b) Cannes c) Melbourne d) Toronto	K2	CO5

Cont...

Module No.	Question No.	Question	K Level	CO
1	11.a.	Outline the advent of popular media and their influence on popular culture.	K2	CO1
	(OR)			
	11.b.	Classify the media conglomerates and monopolies.		
2	12.a.	Identify the history and functions of DAVP.	K3	CO2
	(OR)			
	12.b.	Make an overview of the use of alternative media for political propaganda in contemporary times.		
3	13.a.	Examine how online social media is altering political campaign strategies in recent times?	K4	CO5
	(OR)			
	13.b.	Analyze the roles and influence of television channels during elections.		
4	14.a.	Explain Agenda-Setting Theory and justify how it can be applied to political propaganda.	K5	CO3
	(OR)			
	14.b.	Appraise your perspectives on the Political Economy of Communications.		
5	15.a.	Conduct a case study of the star system and political power in Tamil Nadu.	K6	CO4
	(OR)			
	15.b.	Choose two popular political memes that you have come across and analyse their content.		

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	Relate conflict with media propaganda and offer your views on embedded journalism.	K2	CO1
2	17	List how cinema has been a powerful tool for political propaganda with examples of instances.	K4	CO1
3	18	Does the online media increase the political participation of the people? Debate.	K4	CO5
4	19	Explain how the social psychological approach helps understand political communication and identify its limitations.	K5	CO2
5	20	Conduct a case study analysis, choosing a recent event that involved a conflict and mass media.	K6	CO3

Z-Z-Z

END