

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

DISCIPLINE SPECIFIC ELECTIVE – II MEDIA AND POLITICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Gulf War was an international conflict, happened _____.
(i) 1990 - 1991 (ii) 1990 - 1992
(iii) 1991 - 1992 (iv) 1991 - 1993
- 2 What does DAVP stands for?
(i) Directorate of Advertising & Visual Policy
(ii) Directorate of Advertising & Virtual reality
(iii) Directorate of Advertising & Visual Publicity
(iv) Division of Advertising & Visual Policy
- 3 Which one of the following is not a social media?
(i) Twitter (ii) Instagram
(iii) Pinterest (iv) Google
- 4 The media acts as a bridge between _____.
(i) corporations and government (ii) public and corporations
(iii) government and company (iv) government and public
- 5 Which one of the following is not related to agenda setting model?
(i) Policy agenda-setting (ii) Corporate agenda setting
(iii) Media agenda-setting (iv) Public/Audience agenda-setting

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss embedded journalism with example.
OR
b Criticize concentration of media ownership.
- 7 a Analyze the importance of International Film Festival of India.
OR
b Explain the role of National Film Awards in India.
- 8 a Evaluate data harvesting and data mining.
OR
b Explain in detail the applications used in Psephology.
- 9 a Examine the concept of the authoritarian theory with examples.
OR
b Criticize Soviet media theory is imitative of Leninist principles.

Cont...

- 10 a Analyze agenda setting and social media.
OR
b Explain in detail TACTV.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Distinguish Monopoly vs. Oligopoly with examples.
OR
b Criticize Nazi propaganda promoted Nazi ideology by demonizing the enemies of the Nazi Party.
- 12 a Discuss in detail the role of CBFC's different committees.
OR
b Understand the use of alternative media for politics in India with examples.
- 13 a Explain in detail the different types of media ownership in India with suitable example.
OR
b Criticize the growth and development of public service broadcasting in India.
- 14 a Analyze the strength and weakness of libertarian theory with examples.
OR
b Criticize social responsibility theory with suitable example.
- 15 a Criticize the media on the issue of Nupur sharma comment on Muhammad.
OR
b Discuss in detail the anti-Hindi-imposition agitations in Tamil Nadu during the pre and post-independence period of India.

Z-Z-Z

END