

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

Branch – JOURNALISM AND MASS COMMUNICATION  
MAJOR ELECTIVE COURSE – 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. What form of media played a significant role in Nazi propaganda during the inter-war years?  
(i) Radio      (ii) Television      (iii) Print      (iv) Internet
2. Who were the key figures behind media conglomerates and monopolies such as Ted Turner and Rupert Murdoch?  
(i) Politicians      (ii) Journalists      (iii) Media Owners      (iv) Activists
3. When did CNN's satellite transmission play a crucial role in the Gulf Wars coverage?  
(i) World War I      (ii) World War II      (iii) Gulf War I      (iv) Gulf War II
4. Which theory of Political Communication focuses on the impact of media on shaping public opinion and agenda setting?  
(i) Socio Psychological      (ii) Political Economic  
(iii) Agenda Setting      (iv) Civic Engagements
5. In the context of Case Study Analysis, what aspect of political communication is emphasized?  
(i) Evaluating propaganda techniques  
(ii) Applying theories of communication  
(iii) Understanding media ownership patterns  
(iv) Creating persuasive campaigns

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. (a) Analyze the impact of the Star System in cinema on political power.  
OR  
(b) Discuss the role of Film Certification in shaping political narratives.
7. (a) Analyze the role of new media in Indian politics.  
OR  
(b) Evaluate the influence of Radio Talk shows on public opinion.
8. (a) Justify the significance of Film Festivals as a tool for political propaganda.  
OR  
(b) Illustrate the use of Infographics in political campaigns.

Cont...

9. (a) Assume the role of a political strategist and explain how you would utilize social media for campaign strategies.

OR

- (b) Solve a hypothetical scenario where a political party faces a crisis in public perception.

10. (a) Organize an argument on the impact of Public Service Broadcasting on civic engagement.

OR

- (b) Prepare a comparative analysis of the ownership patterns of different television channels in India.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

11. (a) Construct a comprehensive plan for a political party to effectively utilize New Media for campaign strategies.

OR

- (b) Develop an argument on the role of TV channels during elections, citing specific examples.

12. (a) Compare and contrast the socio-psychological and political-economic theories of Political Communication.

OR

- (b) Differentiate between propaganda and lobbying in political communication.

13. (a) Appraise the impact of Data Harvesting in modern political campaigns.

OR

- (b) Elucidate the concept of Publicity in political communication, considering government agencies like DAVP and I&PR.

14. (a) Predict the future trends of political communication with the increasing influence of New Media.

OR

- (b) Survey the role of Arasu cable in shaping political discourse in a specific region.

15. (a) Assess the significance of Civic Engagements in contemporary political communication.

OR

- (b) Criticize the use of memes as a tool in political campaigns.

Z-Z-Z END