



M 6092

Reg. No. :

Name :

**VI Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal UI Ulama Degree (CCSS – Regular/Supple./Improvement)
Examination, May 2014
(2010 Admn. Onwards)
Open Course
6D04 POL : MEDIA AND POLITICS**

Time : 2 Hours

Max. Weightage : 20

PART – A

I. This Part consist of **two** bunches of questions, carrying **equal** weightage of **one**. **Each** bunch consists of **4** objective type question.

1) In which of the following country media debate is crucial for presidential election ?

- a) USA b) UK c) India d) France

2) Who is the present Union Minister for communication and IT ?

- a) Ambika Sony b) Kapil Sibal c) Kamal Nath d) A. K. Antony

3) 'Hand book of Political Communication' the book written by _____

- a) Kiran Prasad b) John Lloyd
c) D. Nimmo d) Andrew Heywood

4) Official Secrets Act is related to media and _____

- a) Legislature b) Executive c) Judiciary d) Society (Wt. = 1)

II. 5) Article 19 deals with _____

- a) Freedom of Associations b) Freedom of Press
c) Freedom to Travel d) All the above

P.T.O.



- 6) 'Voting study conducting after the election is called _____
- a) Snap Poll b) Exit Poll c) Pre Poll d) Vox Populis
- 7) Right to Information came in to force in _____
- a) 1992 b) 2002 c) 2008 d) 2005
- 8) The concept of 'Political Culture' owes its origin to _____
- a) Almond b) Verba c) Lucian Pie d) Easton (Wt. = 1)

PART - B

Answer **any six** questions in **one** or **two** sentences **each**. **Each** question carries weightage of **one**.

- 9) Mass Media
- 10) Advertisement
- 11) Contempt of Court
- 12) Soft News
- 13) Magazines
- 14) Media Politics
- 15) Street Drama
- 16) Door Darsan
- 17) Socialisation and Media
- 18) Post Election Analysis.

(6×1=6)

PART - C

Answer **any 4** questions. Answer not to exceed **one** page. **Each** carries weightage of **two**.

- 19) Define the term Media Ethics. Explain it with the help of self regulation mechanism of media.
- 20) Write a note on the relevance of media in 21st century.



- 21) Explain the role of media as a public policy formulator.
- 22) How media affects individual and his socialisation in society ?
- 23) How the News Coverage of Elections and Campaigns affects on voters ? Explain.
- 24) Evaluate the role of media in a democracy.
- 25) Write a note on Major Global and National Medias.
- 26) What are the constitutional frameworks of media freedoms ?

(4×2=8)

PART - D

Answer **any one**. **Each** question carries a weightage of **4**.

- 27) What are the legal Dimensions of Media Regulatory Framework ?
- 28) Explain Various Outdoor Mass Medias and its Influence On Society.
- 29) Analyze the role of Media as a Social Capital.

(1×4=4)