

Reg No:.....

Name :.....

K24FY1467(C)

First Semester FYUGP Journalism Examination
November 2024 (2024 Admission onwards)
KU1DSCJMC104 (NEWS MEDIA AND DEMOCRACY)
(EXAM DATE : 06-12-2024)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Evaluate the challenges faced by the Fourth estate in the current scenario. 3
2. List the four normative theories of mass media 3
3. Name two key characteristics of the Authoritarian Theory. 3
4. Who are the key scholars associated with limited effect theory? 3
5. What are the limitations of the magic bullet theory? 3
6. Describe the role of public participation in democracy? 3
7. Define the effects of #MeToo movement on gender equality in the society? 3
8. What is Exit Poll? 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Discuss the relevance of the Fourth Estate in today's digital media landscape. 6
10. Imagine a world without a Fourth Estate. Describe how society and government might differ? 6
11. Describe how we can stop fake news based on Social responsibility theory 6
12. Explain how does the Spiral of Silence theory apply to social media? 6
13. Explain the main goal of the #MeToo movement. 6
14. How does media outlets prevent the spread of misinformation during election campaigns? 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Classify the potential risks of campaign journalism and how can these risks be mitigated 14
16. Critically evaluate the relationship between government policies and media freedom in authoritarian vs. democratic states 14
17. Assess how social media affects agenda-setting. Discuss whether trending topics on social media can shape societies thinking pattern. 14