

First Semester FYUGP Degree (Reg) Examination (Deficiency Credit) April 2026

KU1DSCJMC104 - NEWS MEDIA AND DEMOCRACY

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What is the historical origin of 'Fourth Estate'?
2. Describe the relationship between fourth estate and the public.
3. Identify the importance of public opinion in a democracy?
4. Define the effects of social media activism.
5. Explain the need of Surveys?
6. Describe CBFC?
7. Summarize the role of the PCI
8. Define Citizen Journalism

Section B

Answer any 4 questions. Each carry 6 marks.

9. Briefly explain how Arab spring influenced neighboring countries.
10. Discuss how does cultivation theory explain the impact of TV on people's perceptions?
11. Explain the importance of media coverage during elections?
12. Discuss the role of media as a watchdog in democratic societies
13. Integrate the role of participatory journalism with mainstream media
14. Compile the emerging trends in citizen empowerment

Section C

Answer any 2 questions. Each carry 14 marks.

15. Assess how social media affects agenda-setting. Discuss whether trending topics on social media can shape societies thinking pattern.
16. Assess how social media, as part of the public sphere, has influenced movements like #MeToo.
17. Analyze the role of fourth estate in shaping democratic societies