Program: S.Y.B.AMMC **Semester:** III **Program Code:** UGMMC01

Course: Journalism and Public Opinion **Course Code:** NUMM303

Duration: 2 Hours **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Explain the Concepts (any five out of eight) (3 marks each)**	**[15]**	**CO's**	**KL's**
	(a)	Media bias		**CO2**	**L1**
	(b)	Media convergence		**CO4**	**L1**
	(c)	Fake news		**CO4**	**L1**
	(d)	Political communication		**CO2**	**L1**
	(e)	Propaganda		**CO1**	**L1**
	(f)	Personal identity		**CO1**	**L1**
	(g)	Flak		**CO2**	**L1**
	(h)	Casteism		**CO1**	**L1**
Q. 2		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	What are the five filters of the Propaganda Model.	**(8)**	**CO1**	**L2**
	(b)	Analyze the Uses and Gratification Theory in the context of digital media consumption	**(7)**	**CO2**	**L4**
		OR			
	(c)	Examine the impact of digital and social media on political participation and public discourse.	**(8)**	**CO4**	**L5**
	(d)	Critically evaluate the representation of women in media and analyze the extent to which media reinforces or challenges gender stereotypes	**(7)**	**CO3**	**L6**
Q. 3		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	How are Dalits, Tribals, and poor people shown in the media?	**(8)**	**CO3**	**L2**

	(b)	Discuss the role of national media in shaping public opinion on India's economy.	(7)	CO2	L4
		OR			
	(c)	Examine how national media in India contributes to shaping public opinion on major economic or foreign policy decisions	(8)	CO2	L3
	(d)	Explain how social media platforms like WhatsApp have contributed to the spread of misinformation.	(7)	CO4	L2
Q. 4		**Short Notes (any three out of five) (5 marks each)**	[15]	CO's	KL's
	(a)	Two-Step Flow of Communication theory		CO1	L1
	(b)	Citizen Journalism		CO1	L1
	(c)	Dalits in Indian OTT media.		CO3	L2
	(d)	Portrayal of LGBTQ+ in media		CO3	L2
	(e)	Digital media and political culture		CO4	L2

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