Paper / Subject Code: 27419 / Journalism: 7) Journalism & Public Opinion

(2½ Hours)   Total Marks – 75

Instructions: 1. All questions are compulsory

2. Provide suitable examples where required

Q1. A. What is your opinion on the portrayal of women, the LGBTQA and the marginalized communities such as Dalits in popular media? Support your answer with appropriate examples.   15 marks

OR

Q1. B. Discuss the coverage of various socio-economic issues by the media in the Indian context with relevant examples.   15marks

Q2. A. Discuss various ways in which public opinion can be gauged.   7 marks

B. How according to Walter Lippman can technocracy be a substitute for democracy?   8 marks

OR

C. How is social media a site for public discourse and how does it serve as a public sphere? Explain with examples.   7 marks

D. Paul Lazarsfeld proposed a two-step flow of information. What are the criticisms and strengths of this theory?   8 marks

Q3. A Discuss in brief the propaganda model of media as suggested by Noam Chomsky?   7 marks

B. 'The media doesn't tell us what to think, it tells us what to think about'. Elucidate the above statement with relevant examples.   8 marks

OR

C. How do the audience use the media and derive gratification from it as per their own needs?   7 marks

D. Discuss the various ways in which media biases occur.   8 marks

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Q. 4. A. With supporting examples from various wars and conflicts, illustrate how the media covers the same? 15 marks

OR

B. Examine the media Coverage of Indian government's economic, defence and foreign policies citing examples from different outlets. 15 marks

Q. 5 Write short notes on **any three** of the following 15 marks

A. Fake news through social media

B. Function of public opinion in society

C. Use of social media by the political parties

D. Coverage of 'war on terror' by media

E. Activism through social media

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