

NEP - Semester End Examination – October 2025

Program: SYBAMMCCourse: Journalism and Public OpinionProgram Code: UGMMC01Course Code: NUMM303

Duration: 2 Hours

Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Explain the Concepts (any five out of eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Public opinion		CO1	L1
(b)	Agenda setting		CO1	L1
(c)	Fake news		CO4	L1
(d)	Digital media		CO4	L1
(e)	Propaganda		CO1	L1
(f)	Public sphere		CO1	L1
(g)	Editorial policy		CO2	L1
(h)	Opinion poll		CO1	L1
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Define public opinion. Discuss its functions in a democratic society and explain how media helps in gauging and shaping it.	(8)	CO1	L2
(b)	How does media bias affect political reporting during general elections? Provide relevant examples.	(7)	CO2	L4
	OR			
(c)	Evaluate how media coverage influences political campaigns. Use examples such as Donald Trump's election or the BJP campaign in India.	(8)	CO2	L5
(d)	Critically examine the portrayal of LGBTQ+ identities in Indian traditional media and digital media.	(7)	CO3	L3
Q. 3	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level

	(a)	Explain how social media platforms like Twitter and WhatsApp have contributed to the spread of misinformation.	(8)	CO4	L2
	(b)	Critically evaluate the representation of women in media and analyze the extent to which media reinforces or challenges gender stereotypes	(7)	CO3	L6
		OR			
	(c)	Examine how national media in India contributes to shaping public opinion on major economic or foreign policy decisions	(8)	CO2	L3
	(d)	How are Dalits, Tribals, and poor people shown in the media?	(7)	CO3	L2
Q. 4		Short Notes (any three out of five) (5 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Walter Lippmann's view on media		CO1	L1
	(b)	Manufacturing Consent by Noam Chomsky		CO1	L2
	(c)	Role of media in election campaigns		CO2	L2
	(d)	Media bias in political reporting		CO2	L2
	(e)	Positive effect of Social media		CO1	L1