

End Semester Examination, 2016
Department of Mass Communication and New Media
Central University of Jammu

Course No: PGMCM1C003T
Max. Marks: 100 Marks

Title: Contemporary Issues and Concerns in Media
Max. Time: 3 Hours

This paper consists of three sections: A, B and C.

Section-A

Q.1. Each question carries ONE and HALF marks. Choose the correct answer.

1.5x10=15

i) Culture is usually assumed to be _____.

- a) mutually exclusive
- b) a subjective entity
- c) insulated against technology
- d) always changing

ii) *Who first described mass media as a culture industry ?*

- a) *Stuart Hall*
- b) *Theodor Adorno*
- c) *Stuart Mill*
- d) *Jean Boudrillard*

iii) *The issue of monopoly press was debated extensively during the Prime Minister ship of _____.*

- a) *Jawaharlal Nehru*
- b) *Indira Gandhi*
- c) *I. K. Gujral*
- d) *H. D. Deve Gowda*

iv) *Understanding Media* written by

- a) *Marshall McLuhan*
- b) *Sonia Livingstone*
- c) *Aristotle*
- d) *Wilbur Schramm*

v) *The two member sub-committee set up by the Press Council of India to examine paid news scandal, comprised*

a) *Anupam Kher and Sharmila Tagore*

b) *Sharmila Tagore and Prananjay Guha Thakurta*

c) *P. Sainath and Aroon Puri*

d) *K. Sreenivas Reddy and Prananjay Guha Thakurta*

vi) Which of the following is a classification of media audiences?

- a) Active.
- b) Passive.
- c) Specialised.
- d) All of the above.

vii) The organisation that has instituted awards for the Best story for the coverage of Conflicts in Indian print media is _____.

- a) PII-ICRC
- b) PTI
- c) PIB
- d) UNI

viii) Face-to-face contacts may support propaganda for social objectives. This phenomenon may be referred to as _____.

- a) Monopolization.
- b) Status Conferral.
- c) Supplementation.
- d) None of the above.

ix) NHRC stands for _____.

- a) Noble Human Rights Commission.
- b) National Hunger Removal Commission.
- c) National Human Rights Commission.
- d) None of the above.

x) Which day is celebrated as Human rights day ?

- a) April 21
- b) March 21
- c) June 21
- d) December 10

Section-B

Each Question in this section carries EIGHT marks.

8x5=40

Q.2. a) Explain the role of opinion leaders in mass communication.

OR

b) Write a note on content of mass media in multi-cultural societies.

Q.3. a) Discuss about Oligopoly of media with examples.

OR

b) Explain Cross Media holding and its regulation.

Q.4.a) Differentiate between general & specialised audiences. Give one example of each.

OR

b) *Paid news* is a menace for the media industry. Give your suggestions to Press Council of India about this.

Q.5. a) What measures should media take while reporting during conflict situations?

OR

b) Explain Embedded Journalism with examples.

Q.6. a) Explain the role media can play in propagation of human rights in a developing country like India. Substantiate your answer with suitable examples

OR

b) *Media usually stereotypes both men and women. However, stereotypical representation of men does not receive the kind of attention as stereotypical representation of women.* According to you, what can be the reasons behind this phenomenon and why should more efforts be made to acquire a better understanding of the former?

Section-C

Each question in this section carries FIFTEEN marks. Attempt any THREE.

15x3=45

Q.7. How public opinion is formed in contemporary media scenario? What do you think about social media role in forming public opinion?

Q.8. Explain different types of media ownership with examples.

Q.9. Mass media is suggested to be a catalyst toward economic impact. Discuss.

Q.10. In the context of Syrian and Libiyan refugees crisis, critically examine the coverage of migrant issue by global media.

Q.11. Discuss in detail about media ecology in the present scenario.