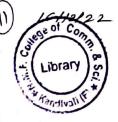
Dec-2022

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



(21/2 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.
- 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?
- 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.

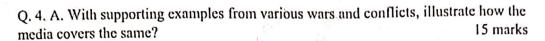
  8 marks

## 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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## 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