

27/04/15
Tuesday

TYBMM (Sem-V) (CBSCGS) (15/25)

Library

Journalism : Journalism and Public Opinion

QP Code : 11274

(2½Hours)

Total Marks : 75

N. B. : (1) Question one is compulsory.
(2) All questions carry equal marks.

1. (a) Examine the similarities between Noam Chomsky and Walter Lippmann's interpretation of public opinion. 15
2. (a) What is the role of media in influencing public opinion. 8
(b) How do media managers set the editorial agendas? and why? 7

OR

- (c) Explain the differences between Agenda Setting Theory and Uses and Gratifications Theory. 15
3. (a) How has media covered India's nuclear policy over the years. 8
(b) Examine how political parties and personalities are covered by the Indian media. 7

OR

- (c) Examine how Terrorism versus Freedom Struggle debate is an ongoing one, globally. 15
4. (a) Examine the media coverage of the Naxalite problem. 15

OR

- (b) Examine how the media has covered the various American wars from the Vietnam War to Gulf War II. 15
5. Answer any **Three** out of **Five** : 15
 - (a) CNN effect
 - (b) Portrayal of women in Indian cinema
 - (c) Media's role in creating 'celebrity icons'
 - (d) The role of think tanks in shaping policy
 - (e) Embedded Journalism
