

D 121089**(Pages : 2)****Name.....****Reg. No.....****FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2025****(CBCSS)****Political Science****POL 4E 05—MASS MEDIA AND POLITICAL COMMUNICATION****(2019 Admission onwards)****Time : Three Hours****Maximum : 30 Weightage****Part A (Short Answer Questions)***Answer any **four** questions in a paragraph.**Each question carries 2 weightage.*

1. What do you mean by Political Communication ?
2. What are the barriers of Communication ?
3. Explain the term media monopoly.
4. What is media ethics ?
5. What is Embedded Journalism ?
6. What is meant by freedom of press? Explain its necessity in democracies.
7. Give an account of Karl Deutsch's Communication Theory.

(4 × 2 = 8 weightage)**Part B (Short Essay Questions)***Answer any **four** questions not less than 150 words.**Each question carries 3 weightage.*

8. Bring out the role of media in political communication.
9. Analyse the role of media in social and political change.
10. What are the different types of Mass Media system ?
11. Critically examine the role of social media in the process of political socialisation in India.

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12. Comment on the crisis of media in third world countries.
13. Analyse the role and functions of media in libertarian and authoritarian systems.
14. Discuss the merits and demerits of public vs. private ownership of media in India.

(4 × 3 = 12 weightage)

Part C (Essay Questions)

*Write essays on any **two** questions about 450 words each.*

Each question carries 5 weightage.

15. Elucidate the role of media in democracy and electoral politics.
16. Write an essay on the social responsibility of media.
17. Critically examine the major issues related to regulations of media in India.
18. Explain the major factors which determine of news reporting.

(2 × 5 = 10 weightage)

D 121089–A**(Pages : 4)****Name.....****Reg. No.....****FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2025****(CBCSS)****Political Science****POL 4E 05—MASS MEDIA AND POLITICAL COMMUNICATION****(2019 Admission onwards)****[Improvement Candidates need not appear for MCQ Part]****(Multiple Choice Questions for SDE Candidates)****Time : 20 Minutes****Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

POL 4E 05—MASS MEDIA AND POLITICAL COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

1. Who among the following thinkers related to Sadharanikaran Model of Communication ?
(A) Nobert Wiener. (B) Nirmala Mani Adhikary.
(C) Harold Lasswell. (D) Pandita Ramabhai.
2. The word “Cybernetics” was first defined by :
(A) David Easton. (B) Ludwig Von Bertalanffy.
(C) Adam Smith. (D) Norbert Wiener.
3. Who coined the term ‘global village’ ?
(A) Norbert Wiener. (B) Adam Smith.
(C) Marshall McLuhan. (D) Ludwig Von Bertalanffy.
4. The book “The Spin Doctrine : Communicating Belief, Truth, and Fact” is written by :
(A) Robert Burns. (B) Richard Davidson.
(C) Norbert Wiener. (D) Ian T Lising.
5. The carrier of communication is called as the :
(A) Receiver. (B) Sender.
(C) Feedback. (D) Medium.
6. Which is not a function of mass media ?
(A) Interpretation. (B) Socialization.
(C) Entertainment. (D) Education.
7. Which theory promulgates that the media is dependent on the ruling authority and freedom of press does not exist ?
(A) Libertarian theory. (B) Authoritarian theory.
(C) Social Responsibility theory. (D) None of the above.

8. Which among the following is not a news channel ?
- (A) Aajtak. (B) Republic TV.
(C) NDTV 24x7. (D) Netflix.
9. Which of the following is not a part of the Shannon and Weaver mathematical theory ?
- (A) Source. (B) Delegation.
(C) Channel. (D) Receiver.
10. News reporters being attached to military units involved in armed conflicts is referred as :
- (A) Yellow journalism. (B) Embedded journalism.
(C) Black journalism. (D) Military journalism.
11. A website that allows users to reflect, share opinions, and discuss various topics in the form of an online journal while readers may comment on posts is known as :
- (A) Blog. (B) Vlog.
(C) Whatsapp. (D) Facebook.
12. Which among the following is not an element in the Sadharanikaran model of communication ?
- (A) Sahridayas. (B) Vastra.
(C) Abhivyanjana. (D) Pratikriya.
13. The term media monopoly refers to the :
- (A) Concentrated control of major mass communications within a society.
(B) Concentrated control of major industries within a society.
(C) Expansion of major mass communications within a society.
(D) Expansion of major technologies within a society.
14. Which of the following is not related to Social Responsibility theory of mass media ?
- (A) Total freedom to press.
(B) No censorship but social responsibility is important.
(C) Media should not accept any obligation from public interference.
(D) It replaced libertarian theory.

Turn over

15. Which is India's first three-axis stabilized experimental geostationary communication satellite ?
- (A) APPLE. (B) GSAT.
(C) EDUSAT. (D) KALPANA.
16. The space where individuals can interact and exchange ideas using a global network is known as :
- (A) Cyber space. (B) Political space.
(C) Social space. (D) None of the above.
17. Communication that occurs within oneself is known as :
- (A) Interpersonal Communication. (B) Group Communication.
(C) Intrapersonal Communication. (D) None of the above.
18. Who defined political communication as “purposeful communication about politics” ?
- (A) Brian McNair. (B) Edward Shills.
(C) McIver. (D) Thomas Cook.
19. _____ refers to a diverse array of media technologies that reach a large audience via mass communication.
- (A) Media village. (B) Globalization.
(C) Mass media. (D) None of the above.
20. The four theories of the press according to Siebert, Peterson and Schramm are :
- (A) Authoritarian, Libertarian, Social Responsibility, and Soviet communist theories.
(B) Authoritarian, Libertarian, Social Responsibility, and Communitarian theories.
(C) Authoritarian, Libertarian, Communitarian, and Soviet communist theories.
(D) Authoritarian, Libertarian, Social Responsibility, and Conservative theories.