BA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC6CRT26 - MEDIA MANAGEMENT, LAW AND ETHICS

2017 Admission Onwards

4411822D

Time: 3 Hours   Maximum Marks :80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define media management.

2. Discuss the informational managerial roles.

3. Explain the term 'freedom of speech and expression'.

4. Define the term 'plaintiff' in the context of media law.

5. Define the term 'tort'.

6. Explain the concept ' civil contempt'.

7. Explain 'Section 3' of the 'press and registration for books' Act.

8. Describe the term 'patents' in the context of IPR.

9. Explain the function of wage board.

10. Explain the term 'honesty' in the context of media ethics.

11. Define the term 'censorship'.

12. Explain the benefits of embedding journalists.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss the impact of media conglomeration.

14. Explain the fundamental right 'Right to freedom of speech and expression'.

15. Explain the fact 'directive principles are not enforceable in nature'.

16. Explain the punishments for defamation.

17. Make a note on the parliamentary privileges.

18. Explain the penalities for spying under Official Secrets Act.

19. Discuss the four different categories of film certification in India.

20. Discuss the significance of RTI Act.

21. Make a note on 'Watergate scandal'.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the key activities of a broadcast newsroom.

23. Make a critique on the statement, 'Judicial interpretation is a key determinant of the strength of press freedom'.

24. Describe the need of balance between free speech and fair trial.

25. Discuss on the various media propaganda techniques used in political advertising.

(2×15=30)