

Time: 2 ½ Hours

Max Marks: 75

- Instructions: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

Q.1. Discuss and compare the Agenda Setting Theory and the Uses and Gratification Approach. [15]

Q.2. (a) How is the two step flow theory useful for elections? [7]

(b) Discuss Chomsky's Propaganda Model. [8]

OR

(c) Discuss the role of the social media during the Arab spring. [7]

(d) Discuss the Indian media's portrayal of political leaders and events. [8]

Q.3. (a) Explain the role of the American media during the Vietnam war. [7]

(b) Discuss Lippmann's views on journalism and Public Opinion. [8]

OR

(c) How do the Indian media report cases of violence towards women? [7]

(d) How do the media in India portray the Indo-Pak relations? [8]

Q.4. (a) Discuss media's portrayal of the problems in North East India with reference to the terrorist vs. freedom fighter debate. [7]

(b) Discuss the role of the media in covering the Gaza crisis. [8]

OR

(c) Discuss how the media covered the recent incidents of violence against Dalits. [7]

(d) Discuss how the media covered the General Elections of 2014. [8]

Q5. Write short notes on any three: [15]

a) Displacement and media

b) Diversities within media

c) Media's coverage of India's nuclear policy

d) Opinion Polls

e) Media and Reservation