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End Semester Examination, December 2024
MA(JMC) – III Semester
MEDIA, LAW AND SOCIETY (SJM807A)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory. Marks are indicated against each question.***

PART-A

Q.1 *Attempt any five questions:*

- (a) Explain the difference between freedom of speech and expression and reasonable restrictions on the press. [CO-1][L-1] **2**
- (b) Describe the role and significance of the Press Council of India in maintaining journalistic ethics. [CO-2][L-1] **2**
- (c) Discuss how the Right to Information (RTI) Act has empowered the media and its role in promoting transparency. [CO-6] [L-1] **2**
- (d) What are the core principles of media self-regulation, and how do they contribute to content quality? [CO-4] [L-1] **2**
- (e) Define Cyber Laws and explain their relevance in today's media environment. [CO-5] [L-1] **2**
- (f) Discuss the role of Intellectual Property Rights (IPR) in protecting the works of media professionals. [CO-6] [L-1] **2**
- (g) What are the essential ethical principles that should guide PR campaigns in the media industry? [CO-7] [L-1] **2**

2x5

PART-B

- Q.2 Evaluate the legal challenges to press freedom in India with specific reference to Article 19(2) and its reasonable restrictions. [CO-1] [L-2] **10**

OR

Analyze the relationship between censorship and the press in India, focusing on the censorship of cinema and its impact. [CO-2] [L-2] **10**

- Q.3 Examine the role of government regulations in controlling broadcast content, particularly focusing on the role of TRAI and the I&B Ministry. [CO-3] [L-2] **10**

OR

Discuss the ethical issues surrounding the regulation of broadcast media content, including concerns over TRP manipulation and its impact on news quality. [CO-4] [L-2] **10**

- Q.4 Assess the ethical challenges associated with cybercrimes in the media industry and how cyber laws address them. [CO-5] [L-3] **10**

OR

Analyze the role of cyber forensics in media investigations, and its impact on media ethics and content regulation. [CO-5] [L-3] **10**

- Q.5 Create a PR strategy for a company aiming to improve its public image and adhere to ethical standards outlined by PRSI and IPRA. [CO-8] [L-5] **10**

OR

Design a media campaign to raise awareness about a social issue, ensuring the content is ethically balanced and responsible. [CO-7] [L-5] **10**