



K21P 0734

Reg. No. :

Name :



**II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.)**

Examination, April 2021

(2016 Admission Onwards)

MCJ 2C 05 : MEDIA LAWS AND ETHICS

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks.

I. Write short notes on **any four** of the following :

- a) Censorship
- b) Defamation
- c) Paid News
- d) Video Piracy
- e) Potter Box
- f) Fair Comment.

II. Do you think, sting operations by media are a justifiable method even though they violate a person's private space ?

III. Yellow Journalism and Page 3 journalism are the order of the day. Explain the statement.

IV. In the age of electronic media, do you think, it has become difficult to combat fakery and video piracy ?

V. What is paid news ? Explain its role as an important marketing tool.

VI. Who is a Working Journalist ? Mention some of the focus areas of the Working Journalist Act.

VII. Media is often described as the fourth pillar of democracy. What role does it play in the society ?

VIII. In your opinion, is Puffery a justifiable practice in the field of advertising.