

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End Semester Examination –May, 2017**



**Name of the Program: BBA Media Management
Subject Name: Media, Culture and Politics
Subject Code: BBCG 144**

**Semester – II
Max. Marks : 100
Duration: 3 Hrs**

Section A

Attempt both the part. Each carries 10 marks.

**I. Multiple choice question (select with reasoning and proper explanation)
(IX 10 =10 Marks)**

1. Muckraking investigates:
 - a) Scandals
 - b) Murders
 - c) All of the above
 - d) none of the above
2. Which of the following magazines publishes more than 40 international editions that are distributed to 28 million readers in nearly 200 countries?
 - a) Reader's Digest
 - b) Newsweek
 - c) Cosmopolitan
 - d) Elle
3. In recent years, international broadcasting has seen
 - a) an increase in the number of broadcasting countries
 - b) partnerships between international broadcasters and locally operated FM stations to improve technical quality
 - c) the proliferation of global news, sports, and music channels
 - d) all of the above
4. The idea that the role of the media is to support national interests for economic and social development and to support national unity, stability, and cultural integrity is called
 - a) political activism
 - b) developmental journalism
 - c) social responsibility
 - d) none of the above
5. Which country exports the most media content to the United States?
 - a) Japan
 - b) Mexico
 - c) China
 - d) None of the above
6. Television has been charged with stereotyping and misrepresenting

- a) crime and law enforcement
 - b) sex-role portrayals
 - c) mental illness
 - d) all of the above
7. The tendency of differences to disappear among those who watch television heavily, apparently because of cultural and social factors is called
- a) resonance
 - b) mainstreaming
 - c) agenda-setting effect
 - d) catharsis theory
8. The idea that the media tells us what to think about, and how to think about it, is called
- a) framing
 - b) agenda building
 - c) reinforcement
 - d) crystallization
9. The ultimate effect of viewing televised violence can be influenced by
- a) age and sex
 - b) social class
 - c) prior level of aggression
 - d) all of the above
10. Which is not an internal pressure on media self-regulation
- a). editorial standards
 - b) department managers
 - c) ombudspersons
 - d) professional codes of ethics

II- True and false (select with reasoning and proper explanation)

- a. In the developmental theory, the government mobilizes the media to serve national goals in economic and social development.
- b. Under libertarian theory, the media are tools of propaganda, persuasion, and education.
- c. The philosophy of the free marketplace is endorsed by the United States and other Western countries.
- d. Invasion of privacy can be triggered by disclosing false information.
- e. The media system that exists in a country is directly related to the political system in that country.
- f. Parents, friends, school, and the mass media are all considered agencies of socialization.
- g. Yellow journalism talks about reporting of colourful festivals
- h. "Beat" is the term used to denote punitive action against journalist
- i. IT Act section-66 put restriction on freedom of speech
- j. "Chunk" is a term used in Radio broadcast

Section-B (20 marks)

Write short notes on any four

1. Embedded Journalism
2. Yellow Journalism and Advertorial
3. Muckraking
4. Leak and leak Journalism
5. Propaganda vs advertising

Section-C (30 marks)

Q1. What do you mean by Media Conglomerate . Explain with relevant examples in light technological advancement and globalization.

Q2. What is Global Media Governance? Enumerate and enunciate the role of different agencies and institutions associated with media governance.

Q3. Explain the term “Global media value chain”. Critically comment on pros and cons of global media production and global formats with suitable examples

(30 marks)

Situation /Case Analysis

UK broadcast regulator Ofcom has held Times Now guilty of breaching its broadcast code by presenting news in a biased manner as per a report in Crowdnewsing.

The channel's parent group Times Global, fearing a closure in UK, has assured the regulator that no personal views will be presented in its programmes and that they will impart training to sensitise their staff on giving unbiased news. Referring to Times Now's coverage of the Uri attacks last year, Ofcom says that the channel did not present the news with due impartiality and breached Rule 5.9 of the broadcast code. The regulator also studied the channel's discussion on 'Newshour' of the mounting tensions between India and Pakistan over Kashmir and published its findings.

There are several instances where the show squarely blames Pakistan for the Kashmir crisis without taking alternative viewpoints into account, the report says quoting those instances.

One of the instances of biased reporting is quoted as follows: “What Pakistan has done...is openly admit that ‘we are organising it, we are managing it, we are funding the protests, we are financing it, we are logistically organising it, we have our terrorist groups leading it”.

The report states, “The programmes included a number of statements that were critical and gave a one-sided view of Pakistan's policies and actions in relation to, for example, alleged terrorist activities towards India. Given the gravity of the various criticisms being made about Pakistan (for example, Pakistan was variously described as a: “failed state”; “terrorist nation” and “international pariah”), we considered that a key relevant alternative viewpoint was one that reflected the opinion of the Pakistani Government, in particular challenging the criticisms made about Pakistani Government within the programmes.”

Times Global in its response said that it cannot be the purpose of the channel to balance the views from Pakistan or other countries in a rigid fashion but added that it had observed the spirit of 'Due Impartiality' rule over the range of its output. Referring to Arnab Goswami who was anchoring the show at the time, it said, "We can understand some people's views that the presenter's role on these programmes seemed to be rather overwhelming and confrontational. He is no longer associated with the channel and has moved out of the organisation".

Ofcom added that since Arnab's exit, the presenters who had come in his place have "a very different approach" and have not been airing their personal views in the programmes while also bringing in a wide range of reactions. Ofcom conducted its study between August and September 2016. It began the study after a complainant found The Newshour edition broadcast on August 1, 2016 to be biased and alerted the broadcaster

Q1. Do you think Times Now, by any parameters, has been involved in biased reporting? If yes, list out the those criteria which confirm allegations leveled by Ofcom. In case you feel that Times Now should be exonerated, cite reasons for the same.

Q2. Can media be party to any news or view? Critically comment while keeping the said into the account.

Q3. As media product manager, what you would have done in the aftermath of the row?