

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**

**II SEMESTER M.A. [JOURNALISM] EXAMINATIONS - APRIL 2019**

**POLITICAL COMMUNICATION**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Write short notes on any FIVE. (5x5=25)**

1. What do you mean by democratic process?
2. What is meant by media shape public perception?
3. Discuss the policy of FDI in media.
4. Write a note on Press and Government relations.
5. Explain Priming and Framing theories.
6. How does media change political attitude?

**SECTION - B**

**II) Answer any THREE of the following questions. (10x3=30)**

7. What is the role of new media in political campaigning?
8. Explain the Agenda Setting theory of McComb and Shaw.
9. Analyse the role of Indian media in shaping public opinion.
10. How do global media impact Indian media?

**SECTION - C**

**III) Answer any ONE of the following questions. (1x15=15)**

11. To what extent can media impact the election results? Take a few cases and state your argument.
12. Social media can win elections for a political party. Discuss