No. of Printed Pages—2

17 (MLE)

[17-HDGKACRM-M1]

PGDMC/PGDBJ/MMC 1st Semester Exam., 2017

MEDIA LAWS AND ETHICS

(PGDMC/PGDBJ/MMC 04)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) What is 'freedom of speech' as mentioned under the Article 105 of the Constitution of India?

(b) What is punishable under Section 5 of the Official Secrets Act, 1923?

(c) Give any two examples of 'sensational spellings' commonly used in advertising and product placement.

(d) What is advertisement, as defined under the ASCI?

(e) What do you understand by ombudsman?

(f) Why is the self-regulation of media important in a democracy?

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Is there need for restraint on media freedom? Give your views.

(b) Write a note on the importance of ethics in advertising of medicine.

(c) What is 'right of reply'? Discuss right of reply with reference to media.

(d) Discuss briefly the composition of ASCI.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) What do you understand by constitutional guarantees and limitations? Discuss.

(b) What is Press Council of India? Discuss its composition and role.

(c) Describe 'privacy' in relation to media's intrusion into it. Explain the provisions under international law for protection of privacy.

(d) What are the main provisions of the Working Journalists and Other Newspaper Employees (Conditions of Services and Miscellaneous Provision) Act, 1955? Write about the administrative machinery under the Act.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Discuss the effect of emergency provisions under the Constitution of India, on media freedom.

(b) What is defamation? What are its different types? Is defamation a ground of limitation under the Constitution of India?

(c) What is photojournalism? Discuss the ethical concerns related to plagiarism in photography and digital manipulation.

(d) What is the Broadcasting Services Regulation Bill, 2006? Discuss its purpose, provisions under the Bill and the offences and punishments.

(e) What was the Indian Newspaper Society (INS) formerly known as? What are its objectives and functions?

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