K25FY3063 Pages: 1 Reg No:.....
Name:.....

Third Semester FYUGP Degree (Reg) Examination November 2025

KU3VACJMC209 - ETHICS IN MEDIA

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Give an example of how press freedom can strengthen public opinion.
2. What is the difference between Libel and Slander?
3. Define media ethics.
4. Describe sensationalism in news reporting.
5. List two responsibilities of the BCCC
6. State the important function of Press Council of India.
7. Identify two key regulations issued by TRAI concerning broadcasting.
8. List two examples of self-regulatory bodies in Indian media.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Differentiate between Press Ombudsman and Press Council of India.
10. Excplain with examples how Indian media handles issues of accountability.
11. Discuss the need of film censorship in a democratic society?
12. Illustrate with examples how Cyber Laws protect users against cybercrime.
13. Illustrate how the Press Council handles a complaint against unethical reporting.
14. Evaluate the effectiveness of the Right to Information Act, 2005 in ensuring accountability of public officials.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Discuss the role of the press in shaping public opinion in India.
16. "Media has the power to inform, but also to mislead." Discuss with reference to sensationalism and fake news.