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MJM-025

**M. A. (JOURNALISM AND MASS
COMMUNICATION)/P. G. DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

M. A. (JMC)/(PGDJMC) (REVISED)

Term-End Examination

December, 2021

MJM-025 : MEDIA ETHICS AND LAWS

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Define media ethics. Why is it important to follow ethical principles and norms by journalists ? 20
2. Explain the concerns and responsibilities for accessing content from new media sources for journalistic purposes. 20

3. What is the role of media in promoting freedom of speech and expression ? Explain with suitable examples. 20
4. Discuss the need, role and functions of Ombudsman in a media organisation. 20
5. Why is it important for media persons to have a good understanding of various issues pertaining to Intellectual Property Rights (IPR) ? Explain with examples. 20
6. Define copyright and explain the procedure for registration of copyright. 20
7. "Right to Information Act, 2005 is being used by media to bring out many hidden scams and misuse of public funds." Do you agree with this statement ? Justify your answer. 20
8. Discuss the regulatory bodies relating to advertising in India and their roles. 20
9. Discuss some case studies highlighting the relevance of ethics in Public Relations. 20

P. T. O.

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10. Write short notes on any *two* of the following :

10×2=20

- (a) Utilitarianism
- (b) Berne convention
- (c) Cyber crimes
- (d) Libel
- (e) Electronic media monitoring centre