



Register Number:
DATE: 23-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MAADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
APRPDS 9419 – MEDIA LAW & ETHICS

Time: 1 ½ hrs

Max Marks: 35

This question paper has ONE printed page and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

- I. Write short notes on **ANY THREE** of the following in about 200 – 250 words.
(3 x 5 = 15)
1. Reasonable Restrictions to Fundamental Rights
 2. The Right to Privacy, Article 21
 3. The Press Council of India
 4. Trial by Media
 5. The Information Technology Act, 2000
- II. Answer **ANY TWO** of the following in about 300 – 350 words (2 x 10 = 20)
6. Is the manipulation of news according to the agendas of the news organization ethical? Support your answer with relevant examples
 7. Censorship of cultural products such as film impinges on the freedom of expression of individuals in a State. Agree or disagree with suitable examples.
 8. What is the primary law in India dealing with cybercrime and electronic commerce? Do you believe that using materials distributed online need to be censored? Explain your answer with appropriate examples
 9. In October 2020, a television commercial by the jeweler Tanishq that featured an interfaith marriage was removed from circulation by the company after facing intimidation from certain sections of Indian society. Advertising bodies condemned the intimidation; emphasizing the ad industry's creative freedom of expression. If you were hired by Tanishq to manage the Public Relations strategy in the aftermath of the controversy, what would be your creative strategy? Describe this strategy, provide a rationale paying special attention to the call for freedom of expression.

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