

No. of Printed Pages : 3      **BNM-026/126**

**BACHELOR OF ARTS IN  
JOURNALISM AND DIGITAL  
MEDIA (BAJDM/BAFJDM)**

**Term-End Examination**

**June, 2025**

**BNM-026/126 : MEDIA ETHICS AND  
REGULATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Explain the significance of the Preamble of the Indian Constitution and discuss how it is principles guide media ethics. 20
2. Discuss the key ethical theories that guide media practices. Illustrate with relevant examples. 20

3. Explain the Right to Information Act (2005) and discuss its role in promoting media transparency and accountability. 20
4. Describe self-regulation in media and analyse its effectiveness in India with recent examples from the news media around you. 20
5. Examine the role of media in shaping public opinion. Explain with examples. 20
6. Discuss the ethical concerns in digital journalism, such as paid news, sensationalism and privacy invasion, with suitable examples. 20
7. Explain the concept of persuasive media ethics and its relevance in advertising. 20
8. Write short notes on any *four* of the following : 4×5=20
  - (a) Freedom of the Press
  - (b) Cybercrime

**[ 3 ]**

- (c) Copyright Infringement
- (d) Intellectual Property Rights
- (e) Press Council of India
- (f) Media's role in corporate responsibility
- (g) Misleading claims in Advertising
- (h) Media accountability and public trust

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