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# **B.Sc(M)**

## **6th Semester**

**STUDY  
MATERIAL**

Sub.Code	MCode	Subject
AMT-601	14033	Publicity Designing & Media Laws



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## **UNIT-I : Publicity Designing and Media Laws**

### **Short Questions (2 Marks) – Section A**

#### **1. Newspaper**

A newspaper is a print medium used to share news, information, and advertisements with the public. It is published daily or weekly. Newspapers are widely used for publicity because they reach a large audience and are trusted by readers for information and ads.

#### **2. Brochures**

A brochure is a printed booklet or folded paper that gives detailed information about a product, service, or project. It is used for publicity and promotion. Brochures contain images, text, and contact details to attract customers and explain features clearly.

#### **3. Pamphlet**

A pamphlet is a small printed paper used to spread information or promote an idea, product, or event. It is usually low-cost and easy to distribute. Pamphlets are commonly used for publicity campaigns, social awareness programs, and advertisements.

#### **4. Magazine**

A magazine is a periodical publication published weekly or monthly. It contains articles, photographs, and advertisements on specific topics. Magazines are effective publicity tools because they target specific audiences such as fashion, business, sports, or entertainment readers.

#### **5. Posters**

Posters are large printed visuals displayed in public places to promote products, events, or messages. They use attractive designs, images, and short text to catch attention. Posters are an important tool of publicity because they are visible to a large number of people.

#### **6. Dangers**

Dangers are small advertising materials hung from ceilings, shelves, or shop displays. They attract customer attention at the point of sale. Dangers are used for publicity in retail stores to promote offers, new products, or brand awareness.

#### **7. Leaflets**

Leaflets are single-page printed papers used to promote products, services, or events. They are easy to distribute by hand or door-to-door. Leaflets are cost-effective publicity tools and provide brief but useful information to the target audience.

#### **8. Dangers**

Dangers are promotional displays placed inside shops or malls. They hang freely and move slightly, which attracts attention. Dangers are used in publicity designing to highlight discounts, new launches, or special schemes and help increase customer interest.

#### **9. DTP (Desktop Publishing)**

Desktop Publishing (DTP) is the use of computers and software to design printed materials like brochures, posters, magazines, and advertisements. DTP helps in creating attractive layouts and professional designs, which are very important for effective publicity and communication.

## **10. Slogan**

A slogan is a short and catchy phrase used in advertising to promote a product, service, or brand. It is easy to remember and creates a strong impression on people. Slogans help in brand recognition and play an important role in publicity designing.

### **Long / Descriptive Questions**

#### **5 Marks (Section B)**

#### **Q1. Discuss the ways print media could be used as a publicity platform**

Print media is one of the oldest and most reliable platforms for publicity. It includes newspapers, magazines, brochures, leaflets, pamphlets, and posters. Print media helps in promoting products, services, projects, and events to a wide audience.

Newspapers are widely read and trusted. Advertisements in newspapers reach people of different age groups and social backgrounds. Classified ads, display ads, and news features are commonly used for publicity. Magazines are another important print medium. They target specific audiences such as fashion lovers, business professionals, or students, making publicity more effective.

Brochures and pamphlets are used to provide detailed information about a product or service. They are useful during exhibitions, trade fairs, and promotional events. Posters are placed at public places like bus stops, markets, and colleges to attract attention through visuals and short messages.

Leaflets are cost-effective and easy to distribute. They are often used for local publicity, awareness campaigns, and product promotions. Print media allows advertisers to design creative layouts using images, colors, and text.

Overall, print media is a strong publicity platform because it is affordable, trustworthy, long-lasting, and helps in building brand image and public awareness.

#### **Q2. How would print media build upon a publicity campaign?**

Print media plays an important role in strengthening and supporting a publicity campaign. A publicity campaign aims to inform, attract, and persuade people, and print media helps in achieving these goals effectively.

Firstly, print media provides wide reach. Newspapers and magazines are read by many people daily, which helps in spreading the message to a large audience. Repeated advertisements in print media help in building brand recognition and trust among readers.

Secondly, print media offers detailed information. Unlike electronic media, print advertisements allow people to read and understand information at their own pace. Brochures, pamphlets, and leaflets provide complete details about products, services, prices, and contact information.

Thirdly, print media supports campaign consistency. Using the same logo, slogan, and design across newspapers, posters, and magazines helps create a strong and clear message. This makes the publicity campaign more effective.

Print media also helps in targeting specific audiences. For example, business ads can be placed in business magazines, while educational ads can be published in student newspapers. Print media materials can be distributed at exhibitions, trade fairs, and events to support the campaign.

Thus, print media builds upon a publicity campaign by increasing visibility, providing credibility, and delivering clear and lasting messages.

### **Q3. Explain the different methods of Print Media advertisements**

Print media advertisements are used to promote products, services, and ideas through printed materials. There are different methods of print media advertising, each serving a specific purpose.

One common method is newspaper advertising. It includes classified ads and display ads. Classified ads are small and text-based, while display ads use images and graphics to attract attention. Newspaper ads are useful for reaching a large audience quickly.

Magazine advertisements are another important method. These ads are colorful and creative and are targeted towards specific readers. Magazines help advertisers reach selected groups such as fashion, sports, or business audiences.

Posters are widely used for publicity in public places. They use bold visuals and short messages to attract people. Brochures and pamphlets are informative advertisements that explain product features, benefits, and usage. They are often used in offices, exhibitions, and trade fairs.

Leaflets and flyers are simple and low-cost advertising methods. They are distributed by hand or door-to-door for local promotion. Another method is inserts, which are small advertisements placed inside newspapers or magazines.

## **UNIT-II : Outdoor Advertising, Cinema & Trade Fairs**

### **Short Questions (2 Marks)**

#### **1. Hoarding**

A hoarding is a large outdoor advertising board displayed at busy public places like roadsides and highways. It is used to promote products, services, films, and events. Hoardings use bold images, bright colors, and short messages to attract public attention.

#### **2. Cinema**

Cinema is an audio-visual medium used for publicity and promotion. Advertisements shown before movies reach a large and focused audience. Cinema publicity is effective because viewers watch ads on a big screen, which creates strong visual impact and helps in better message recall.

#### **3. Cutout**

A cutout is a life-size or large printed display of a product, brand, or celebrity placed in public areas. It is commonly used for movie promotion and product launches. Cutouts attract attention easily and help in creating excitement and awareness among people.

#### **4. Trade Fairs**

Trade fairs are exhibitions where companies display their products and services to the public. They help in promotion, sales, and business networking. Trade fairs allow direct interaction with customers and are an effective way of publicity and market research.

## **5. Cutouts**

Cutouts are printed display materials placed at entrances, shops, and public places. They are used to highlight offers, products, or events. Cutouts are visually attractive and help in increasing brand visibility and attracting customers quickly.

## **6. Trade Fairs**

Trade fairs provide a platform for businesses to promote new products and services. They help companies reach target customers, understand market trends, and build brand image. Trade fairs are an important part of publicity designing and business promotion.

### **Long / Descriptive Questions**

#### **5 Marks**

#### **Q1. Outdoor advertising is a good way of publicity. Comment**

Outdoor advertising is one of the most effective and popular ways of publicity. It includes hoardings, billboards, posters, bus panels, cutouts, and banners displayed at public places such as roadsides, markets, railway stations, and bus stops. Outdoor advertising helps in reaching a large number of people every day.

One of the main advantages of outdoor advertising is high visibility. People see outdoor advertisements while traveling, walking, or shopping. Bright colors, large images, and short messages attract attention easily. Outdoor ads are displayed 24 hours a day, which gives continuous publicity without interruption.

Outdoor advertising is useful for creating brand awareness. Repeated exposure helps people remember the brand name, logo, and message. It is especially effective for promoting movies, events, political campaigns, and consumer products. Cutouts and hoardings of film stars create excitement and curiosity among the public.

Another benefit is that outdoor advertising targets local audiences. Advertisers can choose locations based on the target market. It is also cost-effective compared to television advertising and does not require special equipment to view.

However, outdoor advertising should follow media laws and government rules. Permission from local authorities is required for placing hoardings and banners. Despite these rules, outdoor advertising remains a powerful and reliable way of publicity due to its wide reach and strong visual impact.

#### **Q2. Discuss trade fairs as a way of publicity**

Trade fairs are organized exhibitions where companies, organizations, and businesses display their products and services to the public. Trade fairs are an important way of publicity because they allow direct interaction between producers and consumers.

One major advantage of trade fairs is face-to-face communication. Companies can explain product features, benefits, and usage directly to customers. This builds trust and helps in better understanding of customer needs. Demonstrations and live displays attract visitors and increase interest.

Trade fairs help in launching new products and services. Businesses use banners, posters, brochures, and samples to promote their brand. Visitors can see, touch, and compare products, which makes publicity more effective than advertisements alone.

Trade fairs are also useful for market research. Companies can collect feedback, understand customer preferences, and study competitors. It helps in improving products and planning future publicity strategies.

In addition, trade fairs help in networking and business growth. Companies can connect with suppliers, distributors, and media professionals. Trade fairs are cost-effective because many publicity activities are done at one place.

## ◆ UNIT–III : Electronic Media & Internet

### Section-A Short Questions (2 Marks)

#### 1. FM (Frequency Modulation)

FM is a type of radio broadcasting used for music, news, and advertisements. FM radio has clear sound quality and reaches a large audience. It is used for publicity by broadcasting ads, jingles, and announcements to promote products, services, and events.

#### 2. Blogs

Blogs are online platforms where people share information, opinions, and reviews. Businesses use blogs for publicity by posting articles about products and services. Blogs help in building trust, improving brand image, and reaching people through informative and engaging content.

#### 3. Online Ads

Online ads are advertisements shown on websites, apps, and social media platforms. They include banners, pop-ups, and video ads. Online ads are effective because they reach targeted audiences, are cost-effective, and allow advertisers to measure results easily.

#### 4. AM (Amplitude Modulation)

AM is a type of radio transmission used mainly for news, talk shows, and advertisements. AM radio covers a wider area than FM, especially in rural regions. It is useful for publicity because it helps in reaching large and distant audiences.

#### 5. Television

Television is an audio-visual medium used for publicity and advertising. TV ads combine sound, visuals, and motion, which attract viewers easily. Television is effective for mass publicity and helps in creating strong brand awareness among the public.

#### 6. Banners

Banners are printed or digital displays used to promote products, services, or events. They are placed at public places or websites. Banners use images and short messages to attract attention and are an important tool in publicity designing.

#### 7. OTT (Over-The-Top)

OTT platforms provide content through the internet, such as movies, web series, and shows. Advertisements on OTT platforms reach targeted audiences. OTT is an important modern publicity medium but must follow media laws and content regulations.

#### 8. Online Media

Online media includes websites, social media, blogs, and digital news platforms. It is widely used for publicity because it reaches global audiences quickly. Online media allows interactive communication, instant feedback, and low-cost promotion of products and services.

### **9. Social Media Influencers**

Social media influencers are people with a large online following who promote brands and products. They influence audience opinions through posts and videos. Influencer marketing is a popular publicity method, but it should follow advertising and media laws.

## **Section-B Long / Descriptive Questions**

### **5 Marks**

#### **Q1. Discuss internet as the major source of publicity**

The internet has become the most powerful and popular source of publicity in today's digital age. It allows businesses, organizations, and individuals to promote products, services, and ideas to a global audience quickly and at low cost. Internet publicity includes websites, social media platforms, online advertisements, blogs, emails, and video-sharing platforms.

One major advantage of internet publicity is wide reach. People from different countries and age groups can access information at any time. Social media platforms like Facebook, Instagram, and YouTube help brands connect directly with their audience. Websites provide detailed information and help build trust and credibility.

Internet publicity is cost-effective compared to traditional media like television and newspapers. Small businesses can promote their products using online ads and social media posts with limited budgets. Online publicity also allows targeting of specific audiences based on age, location, interests, and behavior.

Another important feature is instant feedback. Likes, comments, shares, and reviews help advertisers understand customer opinions and improve their strategies. Internet publicity is interactive and engaging, which increases customer involvement.

#### **Q2. "Censorship to OTT must be made mandatory in India". Explain**

OTT platforms like Netflix, Amazon Prime, and Disney+ Hotstar provide movies, web series, and shows through the internet. These platforms have become very popular in India. However, many people believe that censorship for OTT content should be made mandatory.

One reason for censorship is the protection of social and cultural values. Some OTT content includes violence, abusive language, nudity, or sensitive political and religious issues. Such content can negatively affect children and young viewers if not properly regulated.

Mandatory censorship can help ensure age-appropriate content. Content ratings and warnings can guide viewers and parents. It also helps prevent the spread of offensive, misleading, or harmful material. Media laws are important to maintain discipline and responsibility in content creation.

On the other hand, censorship should not restrict creative freedom completely. A balanced system of self-regulation and government guidelines is necessary. Clear rules can help OTT platforms follow ethical standards while allowing creativity.

Therefore, mandatory censorship with proper guidelines is important to protect society while respecting freedom of expression in India.



### **Q3. How radio channels are used for publicity?**

Radio is an important audio medium used for publicity and advertising. Radio channels reach a large number of people, especially during travel, work, and daily activities. FM and AM radio stations are commonly used for promoting products, services, events, and public messages.

Radio channels use advertisements, jingles, sponsored programs, and announcements for publicity. Short and catchy jingles help listeners remember brand names easily. Advertisements are repeated at different times to increase recall. Radio also uses interviews, talk shows, and contests to promote brands in an engaging way.

Radio publicity is cost-effective compared to television advertising. Local businesses often prefer radio ads to reach nearby audiences. Radio stations also promote events like concerts, movie releases, and sales through special programs and live coverage.

Another advantage of radio publicity is its wide reach, including rural areas. AM radio covers long distances, making it useful for public awareness campaigns and government messages. Radio ads are simple and focus on sound, which helps listeners imagine the product.

### **Q4. What are the principles of online advertisements?**

Online advertisements are promotional messages shown on websites, apps, and social media platforms. To be effective and ethical, online advertising must follow certain principles.

The first principle is truthfulness. Online ads should provide correct and honest information about products or services. False or misleading advertisements are not allowed under media and consumer laws.

The second principle is clarity. Advertisements should be clear, simple, and easy to understand. Important details such as price, offers, and terms should be clearly mentioned.

Targeting is another important principle. Online ads should reach the right audience based on age, location, and interests. This makes publicity more effective and avoids unnecessary disturbance to users.

Respect for privacy is also essential. Advertisers must protect user data and follow data protection laws. Ads should not misuse personal information.

Finally, social responsibility is important. Online advertisements should not promote harmful, offensive, or illegal content. By following these principles, online advertising becomes effective, ethical, and trustworthy.

## **10 Marks (Section C)**

### **Q1. Describe the contribution of Prasar Bharati towards Indian society**

Prasar Bharati is the public service broadcasting organization of India. It was established in 1997 and operates through **All India Radio (AIR)** and **Doordarshan (DD)**. Its main aim is to inform, educate, and entertain the people of India while serving public interest rather than commercial profit.

One of the most important contributions of Prasar Bharati is spreading information to every part of the country. All India Radio reaches even remote and rural areas where other media may not be available. It broadcasts news, educational programs, health awareness messages, agricultural information, and government schemes. This helps people stay informed and aware of national and international issues.

Doordarshan plays a major role in education and social development. Educational channels like **DD Gyan Darshan** and **DD Swayam Prabha** support students and distance learning. During

emergencies such as natural disasters or pandemics, Prasar Bharati provides reliable and accurate information to the public.

Prasar Bharati also promotes Indian culture and languages. Programs in regional languages help preserve local traditions, folk music, and art forms. It gives space to classical music, dance, literature, and cultural debates that may not get attention in private media.

Another important contribution is promoting national unity and democracy. Prasar Bharati provides fair coverage of elections, parliamentary debates, and government policies. It acts as a bridge between the government and citizens while maintaining editorial responsibility.

In the field of publicity, Prasar Bharati helps in spreading social messages like cleanliness, health, women empowerment, and education. Overall, Prasar Bharati plays a vital role in building an informed, educated, and united Indian society.

## **Q2. Discuss the role and functions of internet in various medium of publicity**

The internet has become the most important medium of publicity in modern times. It connects different publicity platforms such as print media, electronic media, and outdoor advertising into one digital system. The internet helps in promoting products, services, events, and ideas quickly and effectively.

One major role of the internet is wide and fast communication. Through websites and social media platforms, publicity messages can reach people all over the world within seconds. Companies use the internet to advertise through websites, blogs, emails, and online videos. This makes publicity more flexible and cost-effective.

The internet also supports electronic media like radio and television. Many radio channels and TV programs are now available online through live streaming and mobile apps. This increases their audience reach. Newspapers and magazines also publish digital editions, which helps print media survive in the digital age.

Another important function of the internet is targeted publicity. Advertisers can target users based on age, location, interests, and behavior. This makes internet publicity more effective than traditional media. Online feedback such as comments, likes, and shares helps in understanding audience response.

The internet also plays a major role in interactive publicity. Consumers can directly communicate with brands through social media, emails, and chat services. This two-way communication builds trust and improves customer relationships.

## **Q3. How can you manage the publicity for Radio, Television and Digital Media?**

Managing publicity for radio, television, and digital media requires proper planning, coordination, and understanding of each medium. Each platform has its own strengths and audience, so a balanced strategy is necessary.

For **radio publicity**, the focus should be on sound and message clarity. Short advertisements, jingles, interviews, and sponsored programs should be planned at peak listening times. Repetition is important in radio publicity to help listeners remember the brand or message. Local language and simple content make radio publicity more effective.

For **television publicity**, visuals play a major role. TV advertisements should be creative, attractive, and meaningful. Proper timing and channel selection are important to reach the target audience. TV publicity can also include talk shows, news coverage, and event promotions. Content should follow media laws and advertising standards.

For **digital media**, publicity management involves social media marketing, online ads, websites, and influencer marketing. Regular posting, creative content, and audience interaction are important. Digital publicity allows real-time monitoring and feedback, which helps in improving strategies quickly.

Coordination between radio, television, and digital media ensures consistent messaging. Using the same slogan, logo, and theme across all platforms strengthens brand identity. Media laws, ethical standards, and audience sensitivity must be followed in all forms of publicity.

## **UNIT-IV : Media Laws in India**

### **Section-A Short Questions (2 Marks)**

#### **1. Civil Laws**

Civil laws deal with disputes between individuals or organizations, such as defamation, copyright issues, and property matters. In media and publicity, civil laws protect personal rights and help people take legal action when their reputation, work, or privacy is harmed.

#### **2. Convergence of Media**

Convergence of media means the coming together of different media platforms like print, radio, television, and the internet. Through convergence, the same content can be shared on multiple platforms, making publicity more effective, faster, and accessible to a wider audience.

#### **3. Criminal Laws**

Criminal laws deal with serious offenses that harm society, such as hate speech, obscenity, fraud, and illegal broadcasting. In media and publicity, criminal laws control harmful content and ensure that media organizations follow rules and act responsibly.

#### **4. IPR (Intellectual Property Rights)**

Intellectual Property Rights protect creations of the mind such as books, films, music, designs, and logos. In publicity and media, IPR laws prevent copying and misuse of creative work and ensure that creators receive legal protection and recognition.

#### **5. Libel**

Libel is a form of defamation where false statements are written or published in print or digital media that harm a person's reputation. Media laws punish libel to protect individuals from false news, misleading publicity, and character damage.

### **Section-B Long / Descriptive Questions**

#### **5 Marks**

#### **Q1. Describe and discuss the provisions of the Copyright Act**

The Copyright Act of India protects original creative works such as books, films, music, photographs, software, and advertisements. The main purpose of the Act is to give legal rights to creators and prevent others from copying or misusing their work without permission.

According to the Copyright Act, the creator or author has the exclusive right to reproduce, publish, perform, distribute, and adapt the work. For example, an author has the right to publish a

book and allow others to use it only with permission. In publicity and media, copyright protects advertisements, designs, logos, films, and written content.

The Act provides a fixed period of protection. Generally, copyright lasts for the lifetime of the author plus sixty years. During this period, no one can legally copy the work without consent. The Act also allows licensing and assignment, which means creators can sell or give permission to others to use their work for a fee.

The Copyright Act includes penalties for infringement. Anyone who copies or distributes copyrighted material illegally can face fines or imprisonment. There are also provisions for fair use, such as use for education, research, or criticism.

Overall, the Copyright Act encourages creativity, protects creators' rights, and ensures ethical practices in media and publicity.

## **Q2. What are the provisions of Article 19 of the Indian Constitution?**

Article 19 of the Indian Constitution provides important fundamental freedoms to citizens. It plays a major role in media, communication, and publicity. Article 19(1)(a) gives citizens the **Right to Freedom of Speech and Expression**. This allows people and media organizations to express opinions, ideas, and information freely.

For the media industry, this right supports journalism, advertising, film making, and publicity. Media professionals can share news, promote products, and express creative ideas. However, this freedom is not absolute.

Article 19(2) allows the government to impose reasonable restrictions. These restrictions are related to the security of the state, public order, morality, defamation, contempt of court, and friendly relations with other countries. For example, the media cannot publish false or harmful information that may disturb public peace.

Other freedoms under Article 19 include the right to assemble peacefully, form associations, move freely, and practice any profession. These rights help media professionals work independently and responsibly.

## **Q3. Discuss the Intellectual Property Law**

Intellectual Property Law protects creations of the human mind such as inventions, artistic works, designs, trademarks, and brand names. In media and publicity, Intellectual Property Rights (IPR) are very important because creativity is the core of the industry.

IPR includes copyrights, trademarks, patents, and industrial designs. Copyright protects books, films, music, advertisements, and digital content. Trademarks protect brand names, logos, and slogans. Patents protect new inventions, while designs protect the appearance of products.

Intellectual Property Law gives legal ownership to creators and organizations. It prevents others from copying, stealing, or misusing creative work. In publicity designing, IPR protects advertisements, layouts, images, and promotional content.

IPR laws also allow creators to earn money by licensing or selling their work. This encourages innovation and creativity. Without IPR protection, creators may lose motivation as their work can be copied easily.

## **Q4. Discuss the importance of the Copyright Act**

The Copyright Act is very important for the media and publicity industry. It protects original creative work and ensures that creators receive recognition and financial benefits for their efforts.

One major importance of the Copyright Act is protection against piracy and unauthorized copying. It helps control illegal duplication of films, music, books, and advertisements. This protection supports artists, writers, designers, and media companies.

The Act encourages creativity and innovation. When creators know their work is legally protected, they are motivated to produce high-quality content. In publicity designing, this leads to better advertisements, campaigns, and media productions.

The Copyright Act also supports business growth. Media companies can legally license content, earn revenue, and expand their operations. It promotes ethical practices and professionalism in the industry.

Overall, the Copyright Act is important because it protects rights, promotes creativity, prevents misuse, and ensures fair use of creative work in media and publicity.

#### **Q5. Write a note on Defamation with suitable examples**

Defamation is a legal term used when false statements are made about a person that harm their reputation. In media law, defamation can occur through print, television, or online media.

Defamation is of two types: **libel** and **slander**. Libel refers to written defamation, such as false news in newspapers or online articles. Slander refers to spoken defamation, such as false statements made in speeches or TV programs.

For example, if a newspaper publishes false information accusing a person of a crime without proof, it is libel. If a TV anchor makes an untrue statement that damages someone's image, it is slander.

Media professionals must verify facts before publishing. Defamation laws protect individuals from false publicity and misuse of media power. Punishment may include fines or legal action.

Thus, defamation laws help maintain fairness, accuracy, and responsibility in media and publicity.

#### **Q6. How are media laws useful for the media industry?**

Media laws are essential for the smooth and ethical functioning of the media industry. They provide guidelines that help media organizations operate responsibly while protecting public interest.

Media laws protect freedom of expression while setting limits to prevent misuse. They control harmful content such as fake news, hate speech, obscenity, and defamation. This helps maintain public trust in media.

Copyright and intellectual property laws protect creative content. Media companies can safely produce, distribute, and monetize content without fear of theft or piracy. Laws related to broadcasting and advertising ensure fairness and transparency.

Media laws also protect the rights of individuals by ensuring privacy and dignity. They help balance media freedom with social responsibility.

### **Section-C (10 Marks)**

#### **Q1. Fundamental Rights and Duties of Indian Citizens**

The Indian Constitution gives certain Fundamental Rights and Fundamental Duties to citizens to ensure freedom, equality, and responsibility in society. These rights and duties are essential for the smooth functioning of democracy.

Fundamental Rights are provided under Part III of the Constitution. They include the Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, and Right to Constitutional Remedies. The Right to Freedom includes freedom of speech and expression, which is very important for media, publicity, and communication. It allows citizens to express ideas, opinions, and creative content freely.

However, these rights are not absolute. Reasonable restrictions can be imposed in the interest of public order, morality, and national security. This helps prevent misuse of freedom.

Fundamental Duties are mentioned in Part IV-A of the Constitution. There are eleven duties, such as respecting the Constitution, national symbols, unity of the nation, and promoting harmony. Citizens must protect public property, safeguard the environment, and develop scientific temper.

In media and publicity, citizens have the right to express opinions but also the duty to respect others' dignity and avoid spreading false or harmful information. Fundamental Rights and Duties together help maintain balance between freedom and responsibility, making Indian democracy strong and meaningful.

## **Q2. Why Press in India is called the Fourth Estate of Democracy?**

The press in India is called the **fourth estate of democracy** because it plays a vital role alongside the Legislature, Executive, and Judiciary. The press acts as a watchdog and helps in protecting democratic values.

One of the main functions of the press is to inform people about government policies, decisions, and public issues. By publishing news and views, the press helps citizens form opinions and participate actively in democracy. A well-informed public is essential for a healthy democratic system.

The press also keeps a check on the government by exposing corruption, misuse of power, and social injustice. Investigative journalism brings hidden issues into the public eye and forces authorities to take action. This makes the government more transparent and accountable.

The press provides a platform for public debate and discussion. Different opinions and viewpoints are shared through newspapers, magazines, and digital media. This promotes freedom of expression and strengthens democratic culture.

In addition, the press represents the voice of the people. It highlights the problems of common citizens and helps them reach the authorities. Due to these important functions, the press is rightly called the fourth estate of democracy in India.

## **Q3. Media Convergence in India**

Media convergence refers to the merging of different forms of media such as print, radio, television, and the internet into a single digital platform. In India, media convergence has grown rapidly due to technological advancement and widespread internet access.

Earlier, newspapers, radio, and television worked separately. Today, the same content is available on multiple platforms. Newspapers have digital editions, TV channels stream online, and radio programs are available as podcasts. This has increased reach and audience engagement.

Media convergence helps in faster communication and effective publicity. Advertisers can promote products through websites, social media, TV, and mobile apps at the same time. This creates better brand visibility and impact.



However, media convergence also brings challenges. Issues related to copyright, content regulation, and fake news have increased. Media laws need to be updated to handle digital platforms responsibly.

Overall, media convergence in India has transformed communication, publicity, and information sharing. It has made media more accessible, interactive, and powerful in the digital age.

#### **Q4. Describe and Discuss the Provisions of the Copyright Act**

The Copyright Act of India protects original creative works such as books, films, music, photographs, software, and advertisements. The main aim of the Act is to protect the rights of creators and prevent unauthorized copying.

Under the Act, the creator has exclusive rights to reproduce, publish, distribute, and adapt their work. Copyright protection generally lasts for the lifetime of the author plus sixty years. During this period, no one can legally use the work without permission.

The Act allows licensing and assignment of rights, enabling creators to earn income from their work. It also provides penalties for copyright infringement, including fines and imprisonment.

Certain exceptions like fair use are allowed for education, research, and criticism. In media and publicity, the Copyright Act ensures ethical practices and encourages creativity.

#### **Q5. What is Contempt of Court? Write about Criminal Contempt**

Contempt of court refers to any act that disrespects or disobeys the authority of the court and interferes with the administration of justice. It is meant to protect the dignity and functioning of the judiciary.

There are two types of contempt: civil contempt and criminal contempt. **Criminal contempt** includes acts that scandalize the court, lower its authority, or interfere with judicial proceedings.

For example, publishing false or insulting statements about judges, influencing witnesses, or spreading misleading information about court cases through media can amount to criminal contempt.

Media organizations must be careful while reporting court matters. Freedom of expression does not allow disrespect towards the judiciary. Criminal contempt laws ensure fair trials and maintain public confidence in the justice system.