

POST GRADUATE DIPLOMA IN  
JOURNALISM AND MASS  
COMMUNICATION

Term-End Examination

December, 2012

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. What are the role and objectives of a communication policy in a society ? Discuss the policy with reference to electronic media in India. 20
2. Discuss the concept, elements and philosophy of Development Communication. 20
3. Develop a media strategy to generate awareness on *any one* of the following : 20
  - (a) Harmful effect of Tobacco
  - (b) Vaccination
  - (c) Environmental pollution
4. DFM has revised Radio broad casting in India. Discuss. 20

5. Illustrate with examples the role of various Indian media in projecting human rights issues. 20
6. Describe the constitutional provisions for the freedom of press in India. 20
7. Critically examine the role of mass media in rural development in India. 20
8. "Interpersonal communication channels are more effective than mass media channels" Do you agree with this statement ? Substantiate your answer. 20
9. What in your view are the responsibilities and social obligations of the Press in a democratic society ? Discuss. 20
10. Write short notes on *any two* of the following : 20
- (a) Culture and communication 10x2=20
  - (b) Media reach and access
  - (c) Community participation
  - (d) MacBride Report
  - (e) Copyright Act
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