

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION (PGJMC)**

**Term-End Examination
December, 2015**

**JMC-01 : INTRODUCTION TO JOURNALISM AND
MASS COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*

1. Discuss any two sociological theories of mass communication. Explain their applicability with suitable examples. 20

2. Define Communication Research. To study the effects of cartoons on children which research method will you choose and why ? Discuss with examples. 20

3. Discuss the concept of Mass Audience. How will you collect audience feedback on television viewing habits. 10+10=20

4. What are the specific characteristics of Radio as medium of mass communication ? Discuss its relative strengths and limitations with suitable examples. 20

5. "In a developing country, folk media can play a pivotal role in bringing about social change." Do you agree with the statement ? Support your argument with examples. 20
6. What are the new Communication technologies available today ? Discuss any two of these technologies that how can be used for education ? 20
7. Describe the main features of a news agency. Explain how the foreign news agencies operate in India. 20
8. Critically examine the contribution of language newspapers in your region with suitable examples. 20
9. Define the principles of journalism. As a journalist what care will you take while reporting violence against children. 20
10. Write short notes on **any two** of the following : 20
- (a) NFDC 10x2=20
 - (b) Content Analysis
 - (c) Cultivation Theory
 - (d) Barriers in Communication
 - (e) Press Council of India
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