

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

**Term-End Examination
December, 2015**

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Discuss the Indian perspective of communication. Is it different from the western perspective ? If yes, how ? 20
2. Describe mass media policy formulation in India with reference to the recommendation of Chanda Committee and Verghese Committee reports. 20
3. What are the major theories of development ? Illustrate with suitable examples. 20
4. Define development communication. Discuss the role of media within development communication with suitable examples. 20
5. Critically analyse the portrayal of women in Indian television news and serials. 20

6. "Indian media is promoting consumerism at the cost of citizens." Do you agree with the statement? Justify your answer. 20
7. What are the safeguards for freedom of expression in a democracy? What steps can be taken to preserve press freedom in India? 20
8. What constitutes an offence of defamation? Discuss the defences available for journalists in this context. 20
9. Is there an imbalance in information flow between the developing and developed countries? What in your opinion can be done to address this problem? 20
10. Write short notes on **any four** of the following : 4x5=20
- (a) Functions of mass media
 - (b) Sadharanikaran
 - (c) Press Council of India
 - (d) Routers
 - (e) Ombudsman
 - (f) SITE
 - (g) Convergence of media
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