

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

Term-End Examination

December, 2016

01099

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 salient features of the Indian society that make its media needs and impact unique ? Discuss with suitable examples. 20
2. Define Communication Policy and explain its roles and objectives in the present Indian context. 20
3. Discuss the role of development support communication in agriculture and related fields, with examples. 20
4. "Advertising and Consumerism are omnipresent." Do you agree with the statement ? Substantiate your answer. 20
5. Discuss the role of media in promoting awareness about environmental issues with suitable examples. 20

6. Write a detailed note on any *one* of the following : 20
- (a) Concept of free flow of information
 - (b) The MacBride Commission Report
7. Discuss the social and cultural implications of the new information and communication technologies with suitable examples. 20
8. Discuss the efficacy of self-regulation in the light of massive expansion of electronic media. 20
9. As a journalist, what precautions will you take before publishing a news item containing allegations against a prominent public figure ? 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) SITE Experiment
 - (b) Verghese Committee
 - (c) UN Declaration of Human Rights
 - (d) Voice of America (VOA)
 - (e) NAM
 - (f) Prasar Bharati
 - (g) Ombudsman
 - (h) Defamation
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