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MJM-011/MJF-102

**M. A. in Journalism and Mass  
Communication (MAJMC-F2F)  
Term-End Examination  
December, 2018**

**MJM-011/MJF-102 : MEDIA AND SOCIETY**

*Time : 3 Hours*

*Maximum Marks : 60*

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

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1. What is communication ? How is it different from mass communication ? Explain the concept and process of communication.
2. Trace the history of the Indian Press during the freedom struggle.
3. Compare and contrast any *two* communication models of your choice.
4. What is agenda setting and agenda framing ? Explain the relevance of this theory with examples in times of online media proliferation.

**(A-2) P. T. O.**

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5. Write short notes on the following :

- (a) Public sphere
- (b) Mediocracy
- (c) Gatekeeping
- (d) Functions of media

6. What is fake news ? How is it successful in generating business in news media market ?