

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

Term-End Examination

December, 2018

00933

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

Time : 3 hours

Maximum Marks : 100

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

1. Among the various models of communication, which according to you is more applicable in the contemporary media scenario ? Discuss with examples. 20
2. Discuss the 'gatekeeping' role of mass media with suitable examples from India. 20
3. "The concept of audiences has changed in the recent times." Do you agree with the statement ? Substantiate your answer. 20
4. Critically examine the role of films in raising social awareness, with examples. 20

5. Compare and contrast the characteristics of radio and television media. 20
6. What are the challenges being faced by educational media in the present time? In your opinion, how can these be addressed? 20
7. Discuss the contribution of the Indian Press in India's Independence Movement. 20
8. Describe the roles and responsibilities of a journalist in a private television channel. 20
9. Describe the important features of new communication technologies and their contribution to mass media. 20
10. Write short notes on any *two* of the following: $2 \times 10 = 20$
- (a) Content Analysis
 - (b) Cultivation Theory
 - (c) Osgood's Model of Communication
 - (d) Joshi Committee
 - (e) Vernacular Press Act
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