

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

Term-End Examination

December, 2018

00573

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the oral tradition of communication in Indian society, with relevant examples. 20
2. Define media access and media reach. Analyze how media access leads to participation in democracy. 20
3. Discuss the concept of development. How have development issues changed over the last few years ? 5+15=20
4. Design a campaign to motivate the rural community towards healthy eating habits. 20

5. Critically analyse the role of media in highlighting issues related to violence against women, with suitable examples. 20
6. "Violation of human rights has become a cause of concern globally." Do you agree ? Substantiate your answer. 20
7. Discuss the main recommendations of the MacBride Commission Report. 20
8. Write a detailed note on any **one** of the following : 20
- (a) Official Secrets Act
 - (b) Law of Defamation
 - (c) Contempt of Court
9. Discuss the importance of 'Editorial Freedom' in the context of Indian media scenario. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Ombudsman
 - (b) UNESCO
 - (c) Sadharanikaran
 - (d) Press Council of India (PCI)
 - (e) SITE