

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

Term-End Examination, 2019

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 Hours

Maximum Marks : 100

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

1. "Market forces use media to influence the audience". Do you agree with the statement? Justify your answer. [20]
2. Critically analyse the projection of women in a television serial of your choice. [20]
3. Define the concept of development. Explain any two theories of development which are relevant in the present context. [20]
4. Plan a development support communication campaign for farmers to promote organic farming. [20]
5. Define communication policy and underline its importance in the process of development and change.



6. "Advertising is a powerful means to influence brand choice". Do you agree with the statement ? Substantiate your answer. [20]
7. Why was the MacBride Commission set up ? Discuss the main recommendations of the MacBride Commission report. [20]
8. Critically analyse the importance of the Right to Freedom of Speech and Expression in today's times with suitable examples. [20]
9. What is contempt of court ? In what cases is it applicable ? Explain with examples. [20]
10. Write short notes on **any two** of the following : [10×2=20]
- (a) Non-aligned news pool
 - (b) UNESCO
 - (c) Media access
 - (d) Functions of news agency
 - (e) Community participation

----- x -----