

No. of Printed Pages : 3

JMC-01

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

Term-End Examination

December, 2020

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Define Communication. Explain the process and elements of communication with suitable examples. 20

2. Discuss any **two** of the following theories with examples : 10×2=20
 - (a) Selective Retention and Recall

- (b) User and Gratification
- (c) Agenda Setting Theory
3. 'Television is a democratising medium.' In the light of this statement, discuss the characteristics of television with suitable examples. 20
 4. What is audience feedback system ? Discuss the types of feedback system. 20
 5. Discuss the relevance and utility of news agencies in the light of the growth of the communication technologies. 20
 6. "Press Council of India is a paper tiger." Critically analyse the role of Press Council in the light of this statement with suitable examples. 20
 7. Explain the changing nature of newspaper ownership and management in the present times. What impact does it have on the content of a newspaper ? 20
 8. Discuss the present status of the regional language journalism in your area/region. 20

[3]

9. Discuss in detail any *one* of the following : 20

- (a) Characteristics of Radio
- (b) Characteristics of Television

10. Write short notes on any *two* of the following :

$10 \times 2 = 20$

- (a) Ombudsman
- (b) Editorial Page
- (c) Educational Television
- (d) Hicky's Bengal Gazette