

**M.A. (JOURNALISM AND MASS
COMMUNICATION) / P.G. DIPLOMA IN
JOURNALISM AND MASS COMMUNICATION
(MAJMC/PGJMC) (Revised)**

Term-End Examination

December, 2022

MJM-024 : MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. What is public opinion ? Explain the role of media in framing public opinion. 10+10=20
2. Describe the characteristics of media audiences. Explain any two audience theories of your choice. 10+10=20
3. Critically examine the participatory approach and rights-based approach. How has ICT contributed to them ? 10+10=20

4. Contextualise SBCC's three core elements for health-related campaigns. Give suitable examples. 20

 5. Give a detailed account on SDG 3. Enumerate the contributions of media and communication system in achieving 'Health for All'. 10+10=20

 6. Discuss the Indian experiences of using ICT in education and development. 20

 7. "Use of media advocacy in attaining sustainable development goals is key to healthy and prosperous communities." Justify. 20

 8. How is gender portrayed in mainstream and alternative media ? Explain the implications of gender-media relationship. 10+10=20
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