

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

**Term-End Examination**

**June, 2013**

**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. What are the functions of communication. Which one is the most important according to you and why ? 20x5=100
2. What are the normative theories of mass media. Which is the best and why ?
3. What are the various characteristics of messages in communication ? Explain with examples.
4. What are the new communication technologies ? Explain their advantages and disadvantages.

5. What is the potential of Educational TV in communication. Explain.
6. Write short notes on the following.
- (a) Demassification
  - (b) Random sampling.
  - (c) PIB
  - (d) SITE
7. What are various media organisations of the govt. of India. Explain their roles.
8. Write short notes on the following.
- (a) Recommendation of 2nd Press Commission.
  - (b) Blogs as a medium of Mass Communication.
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