

02014

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

**Term-End Examination
June, 2017**

**JMC-001 : 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. Discuss the major functions of communication with suitable examples from the present Indian context. 20
 2. For studying the newspaper readership patterns of the urban youth, in your area which research methodology will you select and why ? Substantiate your answer. 20
 3. How new information and communication technologies are being used by television channels in India ? Discuss with examples. 20
 4. Critically analyse the shift in the characteristics of radio audience with suitable examples from the Indian context. 20
 5. Enumerate the origin and growth of television in India in the last three decades. 20

6. Discuss the main features of a news agency and explain how it differs from newspapers. 20
7. "Cinema is not entirely free from an ideology." Do you agree with the statement? Substantiate your answer. 20
8. Discuss the nature and emergent trends of magazines in your region with examples. 20
9. What according to you are the major ethical concerns in the Indian media? Discuss with suitable examples. 20
10. Write short notes on any two of the following : 10x2=20
- (a) Press Information Bureau
 - (b) Folk Media
 - (c) National Broadcast Trust
 - (d) Hegemony Theory
 - (e) Group Communication
-