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**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION**

**Term-End Examination
June, 2017**

JMC-002 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*

1. Define the term, 'Media Access'. Differentiate between Media Access and reach with examples. 20
2. Describe the need and importance of a communication policy in the present Indian Context. 20
3. Discuss the concept and various approaches to development in the developing countries. 20
4. Design a communication strategy for providing effective extension support to the agriculture sector. 20
5. 'Media can play an effective role in the Social Development of Women'. Do you agree with the statement ? Substantiate your answer. 20
6. Discuss the historical background and the need for the New World Information and Communication Order (NWICO). 20

7. "The Press Council of India Lacks Teeth". 20
Comment.
8. What Constitutes Defamation ? Discuss the 20
remedies available to an individual citing suitable
examples.
9. Critically analyse the responsibilities and social 20
obligation of media in the present Indian context.
10. Write short notes on any four of the following :
(a) Chanda Committee 4x5=20
(b) Consumer Protection Act 1986
(c) ITU (International Telecommunication
Unit)
(d) Concept of Imbalance
(e) Privileges of Parliament
(f) UNESCO
(g) Article 19 (A)
(h) Sadharanikaran
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