

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

**Term-End Examination**

00703

**June, 2018**

**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 is communication ? Explain at least five functions of communication, with suitable examples. 20
2. Compare the characteristics of print media and television media. Which, according to you, is more powerful ? 20
3. What are the Normative theories of mass media ? Explain the relevance of the theories in the perspective of contemporary media scenario. 20
4. What is survey method ? Explain its strengths and limitations with suitable examples. 20

5. Discuss the factors which can be used to enhance the effectiveness of media messages, with relevant examples. 20
6. Discuss the organisational structure of a media organization of your choice. Explain the role and responsibilities of the editorial department. 20
7. You are reporting at the site of an accident. What ethical dilemma are you likely to face and how will you deal with it? 20
8. Discuss the features of a news agency. How is its operation different from that of a newspaper? 20
9. Critically examine the role and relevance of folk media in today's context, with suitable examples. 20
10. Write short notes on any *two* of the following:  $2 \times 10 = 20$ 
  - (a) Reach and Access of Mass Media
  - (b) Shannon and Weaver Model of Communication
  - (c) Audience as Market
  - (d) Second Press Commission
  - (e) Films Division