

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

Term-End Examination

02233

June, 2018

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. Sadharanikaran is cited as the communication model emerging out of traditional Indian philosophy. Discuss in detail, with relevant examples. 20

2. How have the Indian communication and media policies shaped up since independence, owing to various committees ? Discuss in light of either the Chanda Committee or the Kuldeep Nayar Committee. 20

3. What do you understand by Development Communication ? What role can media play in development communication ? Cite a case study to elaborate media's positive role in pursuing a development goal. 5+5+10=20

4. What is Development Support Communication (DSC) ? In what way can DSC benefit the formulation of communication strategies for the eradication of poverty in our country ? 5+15=20

5. State the role of media in popularizing methods to protect our environment. Write a 200 word speech by an environment expert, elucidating relevant actionable points to motivate listeners. 10+10=20

6. Define the concept of human rights. What is the role of media in bringing issues in the public domain ? 5+15=20

7. What is the nature and function of a news agency ? Talk about any two global news agencies. 5+15=20

8. Third World countries have been trying hard to bridge the information gap between them and the developed nations. List the initiatives taken by the NAM countries to become self-reliant for news gathering and dissemination. 20

9. There is no formal section on Press Laws in the Indian Constitution, but Press Laws are inbuilt in various sections. Describe the substantive provisions of various laws relating to Press with suitable citations. 20

10. Write short notes on any **four** of the following : 4×5=20

- (a) Voice of America
 - (b) UNESCO
 - (c) The MacBride Report
 - (d) The Dominance Syndrome
 - (e) Contempt of Court
 - (f) Ombudsman
 - (g) Working Journalists Act
 - (h) Copyright Act 1957
 - (i) Functions of Mass Media
 - (j) PQLI (Physical Quality of Life Index)
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