

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

Term-End Examination, 2019

**JMC-001 : INTRODUCTION TO JOURNALISM
AND MASS COMMUNICATION**

Time : Three Hours]

[Maximum Marks : 100

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

1. "Communication regulates and shapes all human behaviour." Discuss various functions of communication in the light of above statement. [20]
2. Analyse the role of different components of communication in the process of communication with the help of a model of your choice. [20]
3. "Print media serve the information needs of audience better than television." Do you agree with the statement ? Substantiate your answer. [20]

4. Describe the nature and characteristics of effective communication with suitable examples. [20]
5. Describe the main features of a News Agency. Explain how the functioning of a news agency differs from newspapers organisation. [20]
6. "Journalist acts as a harbinger of social change. Critically examine the role and responsibilities of journalists citing suitable examples. [20]
7. Critically analyse the role and functions of **any two** of the following : [10x2=20]
- (a) Press Council of India
 - (b) Press Information Bureau
 - (c) Central Board of Film Certification
8. Trace the growth and development of a Hindi or regional language newspaper of your choice. [20]
9. Define media ethics. Discuss the need and importance of media ethics in the present context with suitable examples.

10. Write short notes on **any two** of the following :

[10x2=20]

- (a) Content Analysis
- (b) Mass Society
- (c) Joshi Committee
- (d) Documentary Films

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