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JMC-01

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

Term-End Examination

June, 2020

**JMC-01 : 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. What are the main sociological theories of mass communication ? Discuss with suitable examples. 20

P. T. O.

2. Explain any *two* of the following models and their relevance in the present context : 20
- (a) Osgood's model
 - (b) Schramm's model
 - (c) Newcomb's model
3. Discuss the characteristics of film as a medium of mass communication with examples. 20
4. Analyse the factors responsible for the growth and expansion of the regional press in India. 20
5. "Audiences have become active consumers for media markets." Do you agree with the statement ? Substantiate your answer. 20
6. Describe the steps in conducting the survey research. Also explain sampling with suitable examples. 20
7. Describe the characteristics of new communication technologies and their potential for rural development in India. 20

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8. Explain the organisational structure of the editorial section of a national newspaper. Discuss the role and duties of a subeditor. 20
9. Discuss in detail any *one* of the following : 20
- (a) Ethics of journalism
 - (b) Emergence of the theory of mass society
10. Write short notes on any *two* of the following : 10 each
- (i) Press Council of India
 - (ii) Documentary films
 - (iii) Song and Drama Division
 - (iv) Censorship
 - (v) Content Analysis