

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

Term-End Examination - 2020

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 Hours]

[Maximum Marks : 100

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

1. Post industrialisation, the society was divided into information haves and information haves-not. Explain the factors that are responsible for this division in the recent times. 20
2. Trace the recommendation of: 20
 - (a) First Press Commission
 - (b) Verghese Committee
3. Health problems due to virus borne diseases are common in your area. Plan a communication strategy and list down your target audience for addressing this problem. 20



4. What is sustainable development? How does public awareness on sustainable development contributes to the well being of society? 20
5. How can media play a more constructive role in highlighting this problem of pollution in cities. 20
6. Critically analyse the role of films in highlighting human rights problem with examples. 20
7. What was the concept and debate of imbalance of information flow? Discuss with example. 20
8. How can information access solve the problems of a developing country like India? Explain with the help of a few cases.
9. Write short notes on any two of the following:
10×2=20
 - (a) Sudharnikaran
 - (b) Media Read
 - (c) Diffusion of Innovation
 - (d) Fundamental Duties
 - (e) Renters
10. What is defamation? Under what circumstances can one file of defamation? Explain journalistic defences for defamanation