

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

Term-End Examination

June, 2021

**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. Enumerate reach and access of mass media in the Indian context, with suitable examples. 20
2. Explain the three stages of communication processes of George Gerbner's model and illustrate the model with suitable examples. 20
3. "There is a relationship between mass communication and social change." Do you agree with the statement ? Justify your answer. 20
4. Among different methods of communication research, which one will you select to study the media habits of rural women ? Explain. 20

5. "In the present media context, audiences are being treated as markets." Critically analyse this statement with suitable examples. 20
6. Among various new communication technologies, which according to you is more suitable for educational purposes ? Illustrate. 20
7. Give a detailed account of the problems and prospects of Indian film industry. 20
8. Compare and contrast the current scenario of English press and Language press with examples. 20
9. Define Ethics. Enumerate the ethical norms that need to be followed by professional journalists in discharge of their duties. 20
10. Write short notes on any **two** of the following : $2 \times 10 = 20$
- (a) Press Council of India
 - (b) Educational Television
 - (c) News Agency
 - (d) Selective Exposure and Selective Perception
 - (e) Creative Ad Message
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