

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

Term-End Examination

June, 2021

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks (20 each). Internal choice is indicated wherever applicable.

1. Discuss the salient features of the Indian society. Explain the need of understanding the socio-cultural context to communicate successfully. 10+10=20
2. Discuss with suitable examples the importance of community participation in increasing media accessibility. 20

3. What is Paradigm of Development ? Discuss any two development paradigms suitable for the Indian context. 20
4. Define Development Support Communication. Explain various extension approaches to Agricultural Development in India, with suitable examples. 20
5. What is the role of television in dealing with issues of women empowerment in India ? Discuss with suitable examples. 20
6. “Advertising propagates consumerism.” Justify the statement with suitable examples. 20
7. Elaborate upon the functions of a news agency. Discuss any two national or international news agencies. 10+10=20
8. Explain the postulates of NWICO (New World Information and Communication Order). What is its relevance in solving the problem of information imbalance ? 20
9. Discuss the following with examples : 2×10=20
- (a) Contempt of Courts
 - (b) Copyright Act

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

- (a) Indian Schools of Philosophy
 - (b) Verghese Committee
 - (c) Strategies of Development Communication
 - (d) Prasar Bharati
 - (e) Official Secrets Act
 - (f) UN Declaration of Human Rights
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