

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

**Term-End Examination**

**June, 2022**

**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. Explain the main sociological theories of mass communication, with suitable examples. 20
2. Describe the new media technologies and analyse their relevance and effects on the society. 20
3. Discuss film as a medium of mass communication. Analyse some new trends in films, with the help of examples. 20
4. "The relationship between mass media and their audiences is not one-way only." Justify this statement. 20

5. Describe the growth and development of print media in India after independence. 20
6. Critically analyse the applications of folk media in the process of social change, with suitable examples. 20
7. Describe the growth of Indian news agencies and analyse its relevance in the current competitive media scenario. 20
8. Write a detailed note on any **one** of the following : 20
- (a) Educational Media
  - (b) Ethics in Journalism
9. What are the various factors for the growth of regional language journalism in India ? Explain with examples. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) First Press Commission
  - (b) Central Board of Film Certification
  - (c) Experimental Method
  - (d) MacBride Commission
  - (e) New Printing Technologies