

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION / M.A. IN
JOURNALISM AND MASS COMMUNICATION
(PGJMC / MAJMC)**

Term-End Examination

June, 2022

**MJM-020 : INTRODUCTION TO JOURNALISM AND
MASS COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. Trace the development of communication media in detail. 20
2. What is the relevance of theories in communication ? Explain the cultivation analysis and dependency theory in detail. Also analyse how the two are connected. 5+10+5=20
3. Write short notes on the development of any five Indian language dailies of your choice. 5×4=20

4. Explain the State involvement in broadcasting from the time of establishment of the Indian Broadcasting Company to the setting up of AIR. Also describe the role played by Congress Radio in communicating with the masses. *15+5=20*

 5. Explain the debate around ethical issues of media ownership. *20*

 6. Explain the origin, features and reasons for emergence of a news agency. Also explain how it is different from newspapers. *15+5=20*

 7. Explain advertising techniques and different ad appeals, with examples. *20*

 8. Discuss the tools of Public Relations in detail. *20*
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