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**JMC-01**

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

**Term-End Examination**

**June, 2023**

**JMC-01 : INTRODUCTION TO JOURNALISM AND  
MASS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Explain the primary and secondary functions of communication. Relate them with your day to day experiences giving suitable examples. 20
2. Despite the phenomenal growth of mass media, its reach is limited to urban areas in India. Discuss the reasons behind this. 20

**P. T. O.**

3. Enumerate the major trends in communication research in the Indian context. Highlight for pros and cons of these trends. 20
4. Describe different types of audiences. Explain the reasons for treating audience as markets ? 20
5. Describe the similarities and differences among audiences of radio, film, television and newspapers. Give suitable examples. 20
6. Enumerate the *three* important developments in the journey of television that happened during 1980s. 20
7. Why is television considered a more potential medium for education ? Give suitable examples. 20
8. Explain any *ten* well established ethical norms of journalism. 20