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

Term-End Examination

December, 2013

**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. What are the sociological theories of communication. Which one is the best according to you and why ? 20
2. What are various models of communication. Which model is best suited for the print media. Explain. 20
3. What are the characteristics of mass communication. Explain with examples. 20
4. Write 10 terms related to research and write their definitions. 20
5. What are new communication technologies. How they have influenced mass communication. 20

6. Explain the changing nature of a newspaper ownership and management in present times. What impact does it have on newspaper output ? **20**
7. Write short notes on the following : **4x5=20**
- (a) Blogs
 - (b) First Press Commission
 - (c) DAVP
 - (d) Prasar Bharti Act.
8. What are the ethics of Journalism. Do you think ethics have become more relevant in today's time ? **20**
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