

POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION
(PGJMC)

Term-End Examination

December, 2012

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 objectives and functions of communication ? Discuss the various types of communication. 20
2. What are the various models of communication ? Illustrate with examples the significance if any one of them. 20
3. What are the essential qualities of effective messages ? Used in different media. 20
4. What are journalistic ethics ? Explain with examples their usage to enhance the impact. Describe the challenges faced by journalists in adhering to them. 20

5. Write in detail on *any one* of the following : 20
(a) Film censorship
(b) Educational television
6. Describe the organisation, structure and the role of a news agency. 20
7. Critically examine the role of the Press Council of India in the present media scenario. 20
8. Describe the growth and significance of regional language journalism in India. 20
9. Write short notes on *any two* of the following : 2x10=20
(a) Audience analysis
(b) Press Information Bureau
(c) SITE Experiment
(d) FM broadcasting
(e) Ombudsman
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