

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

Term-End Examination

01330

December, 2014

**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 main sociological theories of mass-media ? Discuss with suitable examples. 20
2. Define communication research and discuss its nature and scope. 20
3. Define media ethics. Discuss the role and importance of media ethics in today's context. 20
4. What is Agenda Setting theory ? What role do news channels play in setting up an agenda ? Discuss with examples. 20
5. Describe the main trends of print media in India since Independence. 20

6. Describe the characteristics of new communication technologies and their potential for rural development in India. 20
7. Critically analyse the impact of television on the youth, with suitable examples. 20
8. What are the different models of communication? Discuss any three models in detail. 20
9. Describe the organizational structure of a small newspaper in a regional language. 20
10. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (a) Media reach and access
 - (b) 100 years of Indian Cinema
 - (c) Survey Research
 - (d) Strengths of Folk media
 - (e) Educational Television
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