

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

Term-End Examination

01656

December, 2014

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. Critically analyse the emergence of mass media in the light of changes that have taken place in the Indian society. 20

2. Discuss the need and importance of a communication policy in India. What according to you should be the objectives of a communication policy ? 20

3. Define development in your own words. Discuss two theories of development with suitable examples. 20

4. Critically examine the role of Development Support Communication in the present media scenario in relation to health and education. 20

5. "Self regulation is the best option for the Indian media." Do you agree with this statement ? Substantiate your answer. 20
6. What is the role of the mainstream media in projecting environmental issues ? Discuss in the light of some recent examples. 20
7. Discuss the concept of free flow of information. Highlight the issues related to 'Imbalance Debate'. 20
8. Explain the social and cultural implications of globalisation of news through television channels. 20
9. Define defamation. What are the defenses available to journalists ? 20
10. Write short notes on any **two** of the following : 2×10=20
- (i) Verghese Committee
 - (ii) SITE Experience
 - (iii) MacBride Report
 - (iv) Official Secrets Act
 - (v) Ombudsman
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