

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

**Term-End Examination**

**December, 2016**

00822

**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. Define communication in your own words. Explain the functions and process of communication. 20
2. Plan a research study on a topic of your choice using survey method. Design a questionnaire comprising 15 questions for the above study. 20
3. Discuss the need, role and importance of audience participation in media. Illustrate with examples. 20
4. What are the major differences between the projection of news in television and newspapers ? Discuss with suitable examples. 20

5. Critically analyse the status of folk media in the present times. 20
6. Examine the role of films as a medium of mass communication. Is it meeting the entertainment needs of different sections of society in the present times ? Discuss with examples. 20
7. Explain the factors responsible for the growth and expansion of the regional press in India. 20
8. Discuss the various types of ownership patterns of press in India. 20
9. Discuss the relevance of Educational Television in India and critically analyse its strengths. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Second Press Commission
  - (b) Categories of Indian Film Certifications
  - (c) PTI Bhasha
  - (d) Marshall McLuhan
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