

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

Term-End Examination

December, 2017

**JMC-001 : INTRODUCTION TO JOURNALISM
AND MASS COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Explain the process of communication with the help of Schramm's Model of Communication. 20
2. Among various Sociological theories of mass communication which one do you consider most relevant in the present Indian context and why? Substantiate your answer. 20
3. 'TV is a medium of immediacy'. Discuss the role and relevance of newspapers in the light of this statement in the Indian context. 20
4. Discuss the characteristics and elements of an effective media message with suitable examples. 20

5. "Radio is an effective medium for development especially in the rural areas". Comment. 20
6. Critically analyse the role of traditional folk media in communicating modern themes with suitable examples. 20
7. Discuss the contribution of Indian press in India's national movement for freedom. 20
8. 'New communication technologies have a marked social impact.' Do you agree with the statement? Substantiate your answer. 20
9. Critically analyse the potential of television as a medium of education in the present media scenario, with suitable examples. 20
10. Write short notes on any two of the following : 10x2=20
- (a) Press Council of India
 - (b) Song and Drama Division
 - (c) Censorship
 - (d) Soap Operas
 - (e) Audience as Markets