

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

Term-End Examination

December, 2017

JMC-002 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks. (20 each)*

1. Discuss the historical perspective and practice of Caste System in India. How has it shaped the Indian society ? 20
2. There has been a huge growth in media reach and access in India in the last one decade or so. What in your view are still the limitations for an average rural Indian ? Discuss. 20
3. Define Development Support Communication. How can it help in addressing agrarian crisis in India ? Discuss with suitable examples. 20
4. Media these days is blamed to promote consumerism and down play ethical values. What is your opinion on this ? State with valid arguments. 20
5. There is a general criticism of stereotyping women in advertisements and entertainment media. Discuss with the help of relevant examples. 20

6. What is the information imbalance debate international ? Throw light on the concept of Free Flow of Information. 20
7. Critically analyse how Reuters news agency became a monopoly and how AP broke its Monopoly ? 10x2=20
8. What is Defamation ? Discuss the various kinds of Defamation citing examples. 20
9. Media mirrors the society. Give your observations and views of how the changes in the society gets reflected in the content of the media that we see around us. 20
10. Write notes on any four of the following : 4x5=20
- (a) Copyright Act
 - (b) ITU
 - (c) Non - aligned News Pool
 - (d) SITE
 - (e) Article 19 (1) (a)
 - (f) Press Council of India
 - (g) Parliamentary Privileges
 - (h) Sustainable Development
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