

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

Term-End Examination, 2019

**JMC-001 : 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 research and discuss its scope and applications in the Indian context. [20]
2. Among the normative theories of mass media, which according to you is more relevant in the Indian context. Substantiate your answer. [20]
3. Discuss the new trends in Print media with suitable examples. [20]
4. "The commercialisation of media has led to a situation where audiences are treated as markets. Do you agree



with the statement ? Give reasons for your answer with examples. [20]

5. Write a detailed note on **any one** of the following : [20]
- (a) Origin and development of radio in India.
 - (b) Indian Film Industry.
6. Discuss the role of Folk media in communicating modern themes citing suitable examples. [20]
7. Discuss the main characteristics and features of the new communication technologies. [20]
8. Critically analyse the role and functions of any two of the following in detail : [10×2=20]
- (a) Central Board of Film Certification
 - (b) Films Division
 - (c) Directorate of Film Festivals
9. Describe the challenges being faced by magazines with suitable examples. [10×2=20]
10. Write short notes on **any two** :
- (a) Individual Difference Theory

- (b) Survey Research
- (c) Creative Ad message
- (d) Second Press Commission

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