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JMC-02

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

Term-End Examination

December, 2020

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

(iii) *Internal choice is indicated, wherever applicable.*

1. “Culture and influences communication patterns of a society.” Justify. Discuss the communication perspective of any **two** Indian religions. 20
2. What are the roles and objectives of Communication Policy ? As per present day media scenario, suggest some areas that a

- policy must cover. What is the importance of communication policy ? In a digitally advanced society, what are the areas that a communication policy must cover ? 20
3. Describe the role of media in development communication, with suitable examples. 20
 4. What is Development Support Communication ? Suggest some development support communication strategies which can be implemented in the area of agricultural extension. 20
 5. What is the role of media in promoting environmental issues ? Suggest some innovative uses of media for environmental conserved by the media. 20
 6. Discuss the role of Indian cinema in creating awareness about human rights violation with the help of suitable examples. 20
 7. Explain the concept of International Information flow and Imbalance. Highlight its relevance in today's media scenario. 20
 8. What is Satellite Television ? Describe its social and cultural implications in Indian society. 20

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9. Discuss the law of defamation. What are the journalistic defences inbuilt in this law ? 20

10. Write short notes on any *four* of the following :

4 × 5 = 20

- (a) Freedom of Speech and Expression
- (b) UNESCO
- (c) SITE
- (d) NWICO
- (e) Ombudsman
- (f) Civil Liberties Group