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**JMC-001**

**P. G. DIPLOMA IN JOURNALISM AND  
MASS COMMUNICATION (PGDJMC)**

**Term-End Examination**

**December, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. "Survey method is one of the most common research methods but not properly carried out." Substantiate your answer with examples. 20
2. Describe the normative theories of mass media and explain their relevance in contemporary media scenario. 20

3. Enumerate different techniques and formats to make effective media messages with suitable examples. 20
4. Compare and contrast the characteristics of print and audio-visual media. 20
5. In order to make folk media more efficient, enumerate the communication strategies with suitable examples. 20
6. Trace the origin and development of films in India. 20
7. Explain the triangle of ETV (Educational Television) and elaborate the role of each element. 20
8. Describe the historical development of news agency in India. Explain the need and relevance of news agency for a media organisation. 20
9. Critically analyse the role and relevance of the Press Council of India in the present media scenario. 20

**P. T. O.**

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

10×2=20

- (a) Second Press Commission
- (b) Press Information Bureau
- (c) Children's Film Society
- (d) Charles E. Osgood's Model
- (e) Audience Research