

No. of Printed Pages : 3

MJM-020

**POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION/M. A. IN
JOURNALISM AND MASS
COMMUNICATION
(PGJMC (REVISED)/MAJMC)**

Term-End Examination

December, 2021

**MJM-020 : 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 Gerbner's model of communication with respect to any recent event widely covered in the mainstream media. 20
2. Explain any *two* psychological theories of your choice with an example of each. 10+10
3. Explain the important components of the policy framework that guided the development, growth and use of print media in India. 20
4. What are the special characteristics of digital media ? Explain with examples how they have contributed to social development. 20
5. Explain the role of any *five* wings of Ministry of Information and Broadcasting. 5×4=20
6. Explain the factors in the debate involving media ownership. Also explain the ethical issues concerned with it. 20

[3]

7. Explain the types of advertising appeals with suitable examples. 20

8. Explain the key components of SOSTAC with examples. How do they help in making a good IMC plan ? 15+5