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MJM-024

**M. A. (JOURNALISM AND MASS
COMMUNICATION)/P. G. DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION**

M. A. (JMC)/P. G. (JMC) (REVISED)

Term-End Examination

December, 2021

MJM-024 : MEDIA AND SOCIETY

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. "Digital technology has brought about a shift in the concept of audience." Examine the concept of audience in the light of this statement. 20

2. Explain the role, need and importance of media literacy in the present context with suitable examples. 20
3. Critically analyse the alternative approaches to development and their specific features. 20
4. Explain the concept of Public Health Communication. Outline the shifts that have taken place in health communication. 20
5. Describe some recent initiatives of using media and ICT for education. 20
6. Critically analyse the issues related to representation of gender in the mainstream media with suitable examples. 20
7. Write detailed notes on any *two* of the following : 10×2=20
 - (a) Development Communication
 - (b) Media and Human Rights
 - (c) Environmental Movements
8. What is media globalization ? Examine some effects of media globalization in India, with examples. 20

[3]

9. “Alternative media encourages alternative discourse to highlight the voice of marginalized section of society.” Substantiate this statement.

20

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

5×4=20

- (i) Daniel Lerner
- (ii) Digital divide
- (iii) Sustainable development goals
- (iv) Participatory communication
- (v) Traditional media
- (vi) Diffusion of innovation