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JMC-01

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

Term-End Examination

December, 2022

**JMC-01 : INTRODUCTION TO JURNALISM AND
MASS COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

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

1. Define communication. Explain its functions and process with examples. $5+7\frac{1}{2}+7\frac{1}{2}$
2. What is survey method ? Explain its applications, strengths and limitations in communication research. 20

P. T. O.

3. Describe the organisational structure of the editorial section of a newspaper. Discuss the role and duties of a sub-editor. 20
4. Critically analyse the effects of television on the youth, in the light of programmes you have recently watched. 20
5. “Films have always been an inseparable part of the Indian society.” Discuss the role of cinema in Indian society with suitable examples. 20
6. Explain the changing nature of newspaper ownership and management in present times. What effect does it have on newspaper output ? 20
7. Why is the audience important for media organisation ? Discuss the audience feedback system in detail. 20
8. Discuss in detail any *one* of the following : 20
 - (a) Mass Society
 - (b) Folk Media

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9. "Information dissemination has crossed time and space." Illustrate. 20

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

- (a) Content Analysis
- (b) SITE
- (c) PIB
- (d) Gerbner's model
- (e) Censorship