

**POST GRADUATE DIPLOMA IN JOURNALISM
AND MASS COMMUNICATION**

Term-End Examination

December, 2022

JMC-002 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the external invasions on India in the 5th century B.C. and the impact of the Muslim rule on the society because of them. 20
2. Define Communication Policy. What are its roles and objectives ? 5+15=20
3. What is Development ? How is it measured ? Explain the characteristics of developing countries. 5+5+10=20

4. How can media play a constructive role in conserving the environment ? Pick a media of your choice and enumerate on the steps it can take towards the cause. $8+12=20$
5. Give examples of how media messages encourage consumerism. 20
6. Do you agree that there is an imbalance between information-rich and information-poor countries ? Discuss the imbalance debate. $5+15=20$
7. Why was the NAM Pool formed ? Explain the restrictions on its growth. Highlight the importance of inter-regional cooperation. $5+5+10=20$
8. Explain the Directive Principles of State Policy and Fundamental Duties of citizens of India. 20
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