

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

**Term-End Examination**

**June, 2013**

**JMC-02 : MASS MEDIA AND SOCIETY**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the salient features of Indian society in context of history of communication.
2. Enumerate the relationship between mass media and society. What role mass media is playing in the context of present scenario ?
3. Discuss development communication in specific context of agriculture sector and extension approaches.
4. Discuss the major characteristics of developing countries and what are the key indicators of development ?

5. Discuss the concept of Human Rights. Assess the role of media in protecting The Human Rights in India.
  6. "Critics charge that advertising seeks to manipulate its audience, whereas advertising supporters claim that it merely seeks to persuade" ?  
Comment.
  7. What do you understand by New World Information and Communication Order (NWICO) ? In this context discuss the Mac Bride Commission report.
  8. "The Freedom which the Press enjoys in India is not higher than what a citizen enjoys" ?  
Comment on the statement.
  9. Define defamation. Discuss major provisions of the Law of Defamation.
  10. Write short notes on *any two* of the following :
    - (a) Prasar Bharati
    - (b) Global news agencies
    - (c) Portrayal of women in media
    - (d) Environment and Media
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