

POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION
(PGJMC)

Term-End Examination

June, 2014

JMC-01 : INTRODUCTION TO
JOURNALISM AND MASS COMMUNICATION

Time : 3 hours

Maximum Marks : 100

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

1. Elaborate the history of the print media before independence. Discuss main trends of the print media during this period. 20
2. Define Communication. Discuss the process and elements of communication with examples. 20
3. Explain the four theories of the press and discuss their relevance in today's context. 20
4. 'Films have always been an inseparable part of the Indian society'. Discuss the role and impact of cinema on Indian society with suitable examples. 20
5. Discuss the role of folk media in communicating modern themes effectively in developing societies. 20

6. Discuss the role and functions of the Press Council of India in present /media scenario. 20
 7. Discuss the relevance of Educational Television in India and critically analyse its strengths and limitations. 20
 8. Describe the role of the Regional Language Press in the post-independent India. 20
 9. Describe the growth of Indian news agencies and analyse its relevance in competitive media scenario. 20
 10. Write short notes on **any two** of the following : 10x2=20
 - (a) Shannon and Weaver's Model
 - (b) Content Analysis
 - (c) Teleconferencing
 - (d) Press Information Bureau (PIB)
 - (e) Ethics in Journalism
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