

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

**Term-End Examination**

02108

**June, 2016**

**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. Among the various theories of mass communication, which one do you consider more relevant in the present Indian context and why ? Explain with examples. 20
2. What is the present status of the regional press in your area, in terms of reach and access ? Discuss with suitable examples. 20
3. Discuss the relevance and utility of new agencies in the light of growth of Internet. 20
4. Explain the organisational structure of the editorial section of a newspaper. Discuss the role and duties of a sub-editor. 20

5. Critically examine the educational media scenario in India with suitable examples. 20
6. 'Audiences have become important for media markets'. Do you agree with the statement ? Substantiate your answer. 20
7. Enumerate the responsibilities of a reporter. Do you think the role of the reporter has undergone a change in the recent times ? Explain. 20
8. What are the factors which have led to the re-emergence of radio medium in India ? Discuss with examples. 20
9. 'Information and Communication Technology (ICT) has led to greater social inclusivity.' Do you agree with the statement ? Give reasons for your answer. 20
10. Write short notes on any *two* of the following : 2×10=20
- (a) Censorship
  - (b) Documentary films
  - (c) AFP
  - (d) Press Commission
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