

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

Term-End Examination

June, 2016

02288

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. What are the issues involved in the access and reach of media in India ? In your opinion, what steps can be taken to address them ? 20
2. Discuss the concept of development. What are the various measures of development ? 20
3. How can media be effectively used to create awareness on environment issues ? Discuss with suitable examples in the Indian context. 20
4. Define development support communication. Discuss its application in agriculture with examples. 20
5. What are the major international news agencies ? Discuss their role in the context of information flow between developing and developed countries. 20

6. What is the New World Information and Communication Order (NWICO) ? Is it still relevant in the present context ? Justify. 20
7. Describe the evolution of Press Legislation in India. 20
8. The Press Council of India has often been described as a toothless tiger. Do you agree ? Give reasons for your answer. 20
9. Develop an appropriate media strategy to generate awareness on Education for All. 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) Functions of Mass Media
 - (b) UN Declaration of Human Rights
 - (c) Prasar Bharati
 - (d) Health Communication
 - (e) NAM
 - (f) Copyright Act
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