

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

**Term-End Examination, 2019**

**JMC-002 : MASS MEDIA AND SOCIETY**

**Time : Three Hours]**

**[Maximum Marks : 100**

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

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1. What is sadharanikaran ? Is it still relevant in today's times of technological interventions ? Justify your answer.  
[5+15=20]
2. Discuss the major challenges that communication policy for India should seek to address in the present context.  
[20]
3. Explain the theory of diffusion of innovation with the help of examples. Discuss relevance in contemporary times.  
[10+10=20]
4. Explain how communication strategies are formulated for development in health sector.  
[20]

5. Describe the role of media in protecting consumer rights with suitable examples. [20]
6. While reporting environment, do you think media is sometimes biased towards the interest groups of the society ? Explain. [20]
7. Discuss the need of self reliance in communication flow in developing countries. [20]
8. Write detailed note on **any one** of the following : [20]
- (a) Copyright Act
  - (b) Freedom of Speech and Expression
  - (c) Working Journalists Act
9. "Self-regulation by media is the best regulation." Comment. [20]
10. Write short notes on **any two** of the following : [10x2=20]
- (a) Media access
  - (b) Verghese Committee
  - (c) Renters

(d) Press Trust of India

(e) Health Communication

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