

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

Term-End Examination

June, 2022

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks (20 each).

1. Discuss the changes taking place in the socio-cultural, linguistic and communication patterns in India, owing to the new communication technologies. 20
2. "Mass media ought to act for social good."
Discuss some instances where media has helped in social development. 20

3. Explain the role of media in the development of education, in the light of digital media technologies. 20
4. What is 'Development Support Communication (DSC)' ? In what way can DSC help in formulation of communication strategies in the area of Health and Family Welfare ? 20
5. Media can play an active role in conserving the environment. Discuss suitable media strategies. 20
6. "Human rights have become a major global concern." Discuss the role of media in highlighting them, with examples. 20
7. Explain 'Free Flow of Information' and 'Imbalance Debate'. Are they relevant in the era of World Wide Web ? 20
8. List the initiatives taken by the Non-Aligned Movement (NAM) countries to become self-reliant for News Gathering and Dissemination. Discuss whether it is relevant today. 20
9. State what constitutes Defamation. List the defences available to a journalist in a case of Defamation. 20

10. Write short notes on any ***four*** of the following : *4×5=20*

- (a) Functions of Mass Media
 - (b) Media Reach
 - (c) Development Dichotomies
 - (d) Rural Journals
 - (e) UNESCO
 - (f) ASCI
 - (g) Slander vs. Libel
 - (h) The Consumer Protection Act, 1986
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