

**M.A. (JOURNALISM AND MASS
COMMUNICATION)/PGJMC (Revised)
(MAJMC/PGJMC)**

Term-End Examination

June, 2022

MJM-024 : MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

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

1. Enumerate the three major threats of online media — malware, surveillance and censorship. Give suitable examples from the Indian context. 20
2. Compare the individual difference theory to social category theory. 20
3. Media messages are ‘constructed’. Explain this statement with suitable examples. 20
4. Discuss the contemporary journalistic practices from the perspectives of Base Rate and Exemplar Concepts. 20

5. Review the media policies in India with respect to the stated goals and their implementation. 20
6. Discuss the dominant paradigm of development. Does it serve the development needs of developing economies ? Justify your answer. 10+10=20
7. Discuss various strategic approaches of SBCC, giving suitable case studies to support your answer. 10+10=20
8. Discuss the types and techniques of propaganda. 5+15=20
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