

MJM-024

M. A. (JOURNALISM AND MASS COMMUNICATION)

(MAJMCOL)

MEDIA AND SOCIETY

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. Reception Analysis
2. SDG-4
3. Media Pluralism
4. Media Advocacy
5. Basic needs approach
6. Enter-Educate Communication
7. Cultural Imperialism

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

8. Enumerate the eight types of characteristics of media audiences, with examples.
9. What are the challenges and opportunities of alternative media in Indian context?
10. What are the functions of symbolic actions of environment communication? Quote suitable examples.

11. Discuss the relationship between the media and human rights. Cite relevant examples.
12. What is Social and Behavioral Change Communication? Explain its relevance and significance in the Indian context.
13. Enumerate the three types of propaganda. Explain the techniques and efficacies used by the various propaganda.
14. Discuss the main characteristics of the alternative approaches to development.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

15. Trace the evolution of the internet in India since 1995. Specifically mention the initial phase, phase of mobile connectivity and recent development of broadband connectivity.
16. Enumerate the five core concepts of media literacy. Explain each of these concepts with relevant examples.
17. Explain the major strategic approaches to SBCC, cite relevant examples.