

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

**Term-End Examination
June, 2015**

**JMC-01 : INTRODUCTION TO JOURNALISM AND
MASS COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. Define communication in your own words. 20
Differentiate between Intrapersonal and Interpersonal communication with suitable examples.
2. What are 'Normative Theories of Mass Media' ? 20
Which one of them is most relevant in the present Indian Scenario ? Substantiate your answer.
3. What are the key characteristics of films as a 20
medium of mass communication ? Illustrate.
4. What are the elements of an effective message ? 20
Discuss these elements in the light of a TV commercial of your choice.
5. Discuss the growth and development of press in 20
India till independence.

6. What are the features of a news agency ? What role a news agency plays in the news industry ? 20
7. Critically examine the role of Educational Television in a developing country like India, with suitable examples. 20
8. As a professional journalist in a local newspaper organisation what care will you take while reporting crimes against women ? 20
9. What folk media are available in your region ? How are these folk media used to generate awareness on social issues ? 20
10. Write short notes on **any two** of the following : 10x2=20
- (a) DAVP
 - (b) Reuters
 - (c) Concept of Audience
 - (d) Second Press Commission
 - (e) Office of the Registrar for Newspapers in India (RNI)
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