

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

**Term-End Examination
June, 2015**

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Examine the historical perspective of communication in India. What according to you will be the future of communication in the light of changes in technology ? 20
2. Explain the concept of media access. Analyse how media access leads to greater media participation. 20
3. Discuss the concept and philosophy of Development Communication with suitable examples. 20
4. 'The essence of the diffusion process is the human interacting'. Discuss the theory of Diffusion of Innovation in the light of above statement. 20
5. Critically examine the role of media in projecting gender issues. Give suitable examples. 20

6. Examine the need to control misleading advertisements. What role can media play in protecting consumers rights ? 20
 7. Discuss the role of two international agencies in facilitating information flow among countries. 20
 8. What is New World International Communication Order (NWICO) ? Discuss the relevance and prospects of NWICO in the present context. 20
 9. Discuss the need and importance of the code of conduct for maintaining self regulation by journalists. Substantiate your answers. 20
 10. Write short notes on **any two** of the following :
 - (a) Unilinear Theory of Development 10x2=20
 - (b) Copyright Act, 1957
 - (c) Alternative Media
 - (d) Sadharanikaran Theory
 - (e) Functions of Media
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