

03869

POST GRADUATE DIPLOMA IN
JOURNALISM AND MASS
COMMUNICATION

Term-End Examination

June, 2010

JMC-01 : INTRODUCTION TO
JOURNALISM AND MASS
COMMUNICATION

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Attempt a total of five questions. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on *any five* of the following : 5x4=20
- (a) Teleconferencing.
 - (b) Dispersion in Statistics.
 - (c) Vernacular Press Act.
 - (d) Media Access and Reach.
 - (e) Editorial Page.
 - (f) National Film Archive.
 - (g) PIB (Press Information Bureau).
 - (h) Libel.
 - (i) Press Council of India.
 - (j) Censorship.

2. Explain Gerbner's Model of Communication with a diagram. Critically evaluate its relevance. 20
3. What are the characteristics of mass media ? 20
Compare the impact of print and television.
4. Discuss the key elements of mass media. How 20
can the mass media messages be made effective ?
5. Enumerate the factors that have led to increase 20
in reach of radio. What is the impact of
privatisation on radio ?
6. What role can folk media play in ushering social 20
change ? Cite examples.
7. Discuss the organisational structure of a daily 20
newspaper.
8. What do you understand by educational 20
television ? Discuss the growth of educational
TV in the country.

9. Discuss the various journalistic codes of ethics with special reference to Press Council. 20
 10. Discuss the ownership pattern of newspapers in the country. Evaluate the impact of foreign investment. 20
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