

02892

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

Term-End Examination

June, 2010

JMC-02 : MASS MEDIA AND SOCIETY

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

1. Discuss the role of communication in the context of the cultural evolution in India. **20**
2. What do you understand by media reach ? Evaluate the media reach in context with Indian situation. **20**
3. Discuss the right to free expression. Enumerate and explain the limitations of this Right. **20**
4. Discuss the various concepts of development. Outline the role of communication. **20**

5. What do you understand by development support communication ? How can it help control population growth in India ? Discuss. 20
6. What do you understand by consumerism ? Explain the role of advertising plays in promoting consumerism. 20
7. Critically evaluate the portrayal of women in Indian television programming. 20
8. Analyse the nature of global news and information flow. Explain its implication for developing countries. 20
9. What are the defences available to a journalist against defamation ? Explain with suitable examples. 20
10. Write short notes on : 20
 - (a) Alternative media.
 - (b) Prasar Bharati.
 - (c) UNESCO.
 - (d) Code of Conduct.