

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

Term-End Examination

December, 2007

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.*
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1. Enumerate the salient features of the Indian society. Amplify the concept of Sadharanikaran as the basis of Indian communication perspective. 20
2. What kind of communication policy will you suggest in the present media scenario ? Justify your answer with suitable examples. 20
3. Critically analyse the problems of underdevelopment. How far is the Gandhian model of development appropriate in a technology-driven society ? 20

4. Define development communication in your own words. Discuss a few case studies with special reference to India. 20
5. Examine the concept of imbalance in information flow. What measures would you suggest to facilitate a free flow of information ? 20
6. Analyse the need for alternative information distribution systems in the developing societies of the world. 20
7. Portrayal of women in the media is extremely distorted. Do you agree with the statement ? Substantiate your answer with suitable examples. 20
8. "The electronic media are indispensable for the correct implementation of human rights." Elucidate. 20
9. Explain the various precautions a journalist should take before publishing reports and articles containing allegations against individuals or organisations. 20
10. Write short notes on : 20
 - (a) Prasar Bharati
 - (b) Press Council of India
 - (c) Right to Information
 - (d) Centre – State relations in India