

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

Term-End Examination

June, 2006

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. Explain the role of mass media in society. 20
 2. "We need freedom of press for democracy." Explain. 20
 3. What are the strengths and limitations of radio as a medium of mass communication ? Discuss. 20
 4. What has been the role of films in national development ? Discuss with suitable examples. 20
 5. What do you understand by "Consumerism" ? Enumerate the steps that have been taken for Consumer Protection in our country. 20
 6. What is defamation ? How can a journalist defend himself in a defamation case ? 20

7. The mass media have to inform people on the necessity for achieving Health for All. Comment. 20
8. Do you consider that mass media has a role in the development process of a developing country ? Discuss. 20
9. Examine the performance of mass media in India in the light of policy initiatives undertaken in our country. 20
10. Write short notes on any **two** of the following : 2×10=20
 - (a) SITE
 - (b) Community Participation
 - (c) Development Communication
 - (d) MacBride Report