

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

Term-End Examination

December, 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. What are the characteristics of the freedom of press as guaranteed by the Indian Constitution ? 20
2. Critically analyse the strengths and limitations of the folk media in disseminating development messages. 20
3. Examine the social impact of advertising on Indian society. 20
4. Discuss the role of television in a developing country like India. 20
5. What constitutes defamation ? Discuss the various defences against it by giving suitable examples. 20
6. What is the relevance of the New World Information and Communication Order for developing countries in the 21st century ? 20

7. Discuss the various recommendations on television software as suggested by at least two committees appointed by the government. 20
8. “Communication is an integral part of human civilisation and culture.” Comment. 20
9. Discuss the role of mass media in protection of human rights, citing suitable examples. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Reuters
 - (b) BBC
 - (c) Right to Information
 - (d) Contempt of Court