

POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

Term-End Examination June, 2007

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JMC-01: INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Tim	ne : 3 hours Maximum Marks : 100 (Weightage 70%)	
Note: Attempt any five questions. All questions carry equal marks.		
1.	Describe the Agenda Setting theory. Illustrate with examples the issues in the recent UP Assembly elections. 20	
2.	What are the different models of communication? Compare and contrast any three models of communication.	
3.	What are the different sampling procedures? 20	
4.	Describe the communication process. Illustrate the elements of communication with suitable examples. 20	
5 .	Do you think electronic media should be censored? Why? 20	
6.	Analyse the reach and impact of television medium in the context of present media scenario.	



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7.	"Radio is the most effective medium for empowerment of people." Analyse the statement.	20
8.	Discuss the role of Press Commission. How is it relevant in the present context?	20
9.	What is a news agency? What role does a news agency play in the overall media set-up of the country?	20
10.	Discuss the role and responsibilities of Prasar Bharati in the	20