

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

Term-End Examination

December, 2006

**JMC-01 : INTRODUCTION TO
JOURNALISM AND MASS
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Attempt any **five** questions. All questions carry equal marks.

1. Explain the various kinds of communication, citing suitable examples to illustrate your answer. 20
2. Discuss normative theories of mass media. 20
3. Discuss cinema as a medium of mass communication. 20
4. What are the different methods of enhancing impact of messages ? Illustrate with appropriate examples. 20
5. Discuss the various trends in development of print media in India since 1947. 20
6. Describe the characteristics of new communication technologies, and their potential for rural development in India. 20

7. Discuss the essential features of a news agency. 20
8. How have censorship policies affected Indian cinema ?
Explain giving suitable examples. 20
9. Discuss the role of regional language newspapers in social
awakening. 20
10. Briefly describe the journalistic ethics. 20