

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

Term-End Examination

June, 2006

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

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 sociological theories of mass communication ?
Discuss. 20
2. Enumerate briefly the different techniques of
communications research. 20
3. Discuss new trends in print media in the context of
abundance of TV news channels. 20
4. Explain the significance of audience feedback in mass
media. 20
5. Analyse the scope for radio expansion in India with
reference to FM Radio. 20

- 6.** What are the salient features of new communication technologies and their relevance in India ? 20
- 7.** Discuss the editorial structure of a newspaper organization. 20
- 8.** Discuss the role of Press Information Bureau in disseminating government information. 20
- 9.** Examine the role of English newspapers in India in creating public opinion. 20
- 10.** What are the functions of the Press Council of India ? 20