

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

**Term-End Examination**

**June, 2007**

**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.
1. Discuss the traditional and modern methods of communication citing suitable examples to support your answer. 20
  2. Discuss the growth and development of cable television in India. 20
  3. Define development communication. Explain its role in promoting health and family welfare. 20
  4. "Feedback is necessary for community participation in media programming." Discuss. 20
  5. Discuss the role of media in Disaster Management. 20
  6. What is consumerism ? Discuss the role of advertising in promoting consumerism. 5+15=20
  7. What are the restrictions on the freedom of the press given in the Indian Constitution ? 20

8. “The status of Indian Press Council is that of a tiger without teeth”. Critically examine the statement. 20
9. What were the factors that led to the establishment of the Non-Aligned Agencies Pool ? 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Group Communication
  - (b) CNN
  - (c) Official Secrets Act
  - (d) Gyan Darshan