

1059

P.G. Diploma in Mass Communication
Second Semester
PGDMC-106: Introduction to Mass Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five of the following in about 75-100 words each:-

- a) Propaganda
- b) Rosengren's refinement of Uses and Gratifications theory
- c) Cognitive needs
- d) Art as a medium
- e) Hutchins Commission
- f) Media literacy
- g) Feedback
- h) Any four characteristics of Authoritarian theory
- i) Laissez-faire
- j) Civic journalism

(5x4)

UNIT – I

- II. Give a critical evaluation of the Uses and Gratifications theory highlighting its current status. (20)
- III. 'Media agenda influences Public agenda'. How relevant is this statement in a world that is increasingly being dominated by social media? Illustrate your answer with suitable examples. (20)

UNIT – II

- IV. Differentiate between Print and Electronic media. Do Print and Electronic media complement each other? (20)
- V. 'Traditional media are still popular despite all challenges'. In the light of this statement, discuss the characteristics of Traditional media. (20)

(2)

UNIT – III

- VI. What are the criteria that media of a country must fulfill to be perceived as socially responsible? Do Indian media fulfill these criteria? (20)
- VII. Explain the characteristics of Libertarian Theory of the Press. Can the doctrine of Laissez-faire in the sphere of media become a threat to the interest of minority communities? (20)

UNIT – IV

- VIII. How have Indian media fared in giving equal representation to all sections of society? Give suitable examples to discuss your views. (20)
- IX. Distinguish between Totalitarian theory and Development Media theory. (20)

x-x-x