

1058

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) Freedom of the Press
- b) Yellow journalism
- c) Media literacy
- d) Folk Media
- e) Censorship
- f) Totalitarian theory
- g) Civic journalism
- h) Marketplace of ideas
- i) Social integrative needs

(5x4)

UNIT – I

- II. Critically evaluate Agenda-setting theory with special reference to mass media in India. (20)
- III. Analyze the Uses and Gratifications theory highlighting its relevance and significance in the modern media landscape. (20)

UNIT – II

- IV. Discuss the challenges being faced by mass media in modern democracies. (20)
- V. 'Both the print and the electronic media have learned to adapt to the environment to sustain themselves'. Do you agree? Justify your answer with suitable examples. (20)

UNIT – III

- VI. Distinguish between Authoritarian theory and Libertarian theory. (20)
- VII. 'Media have certain obligations to society which they must fulfill'. Comment. (20)

UNIT – IV

- VIII. Discuss the characteristics of Development Media theory. What are its limitations? (20)
- IX. Critically examine Democratic Participant Media theory. (20)

x-x-x