

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: DJMC	Date	: 02/03/2026
Subject Code	: DJMC-07	Time	: 03:00pm to 05:15pm
Subject Name	: Introduction to Mass Communication & Journalism	Duration	: 2.15 Hours
		Max. Marks	: 70

Q-1 Define 'Mass Communication' and explain its functions in society in detail. **14**

OR

Discuss the history and evolution of Journalism in India from the pre-independence era to the present.

Q-2 Explain the normative theories of the press (Authoritarian, Libertarian, Social Responsibility, and Soviet Media Theory). **14**

OR

What is the role of Mass Media as the 'Fourth Estate' in a democracy? Discuss with examples.

Q-3 Describe the different types of Journalism (Investigative, Development, Yellow, and Citizen Journalism). **14**

OR

Explain the various models of communication with special reference to Lasswell's and Shannon-Weaver models.

Q-4 **Write Short Notes (Any two)** **14**

1. Characteristics of Print Media
2. News Agencies (PTI, UNI)
3. Prasar Bharati
4. Gatekeeping in Mass Media

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

1. Who started the first newspaper in India, 'Bengal Gazette'?
(A) James Augustus Hicky (B) Raja Ram Mohan Roy
(C) Mahatma Gandhi (D) Bal Gangadhar Tilak
2. In the communication process, 'Noise' refers to:
(A) Loud sound (B) Feedback (C) Distortion/Interference (D) Encoding
3. Which of the following is an example of 'Broadcast Media'?
(A) Magazine (B) Newspaper (C) Radio (D) Pamphlet
4. The term 'Fourth Estate' was coined by:
(A) Edmund Burke (B) Abraham Lincoln
(C) John Milton (D) Thomas Jefferson
5. What is the main objective of 'Development Journalism'?
(A) Entertainment (B) Social Change (C) Sensation (D) Profit
6. 'ABC' in the newspaper industry stands for:
(A) American Broadcasting Company (B) Audit Bureau of Circulations
(C) All Broadcasting Center (D) Annual Business Council
7. Which theory believes that media should be under total government control?
(A) Social Responsibility (B) Libertarian
(C) Authoritarian (D) Democratic
