

This question paper contains 2 printed pages.

Your Roll No.

Sl. No. of Ques. Paper : 9004

GC

Unique Paper Code : 11011304

Name of Paper : History of Media

Name of Course : B.A. (Hons.) Journalism & Mass Communication

Semester : III

Duration : 3 hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

There are five questions in all with one internal choice.

The candidates have to attempt all the questions.

All questions carry equal marks.

1. How did revolutionary development in print industry transform the whole communication scenario?

OR

How did the invention of Telegraph and photography impact the early journalism practices?

(15 marks)

2. Despite rigorous censorship under colonial rule, how did the press contribute to the Indian freedom struggle? Discuss with examples.

OR

Did the post-independence press fail in critically examining the state policies? Support your answer with suitable examples.

(15 marks)

P. T. O.

Q. 3. How can community radio be used as an alternative tier of broadcasting? Substantiate your argument with reference to community radio initiatives in India.

OR

Trace the emergence and impact of digitalization in the sound recording industry across the world. 15 marks

Q. 4. What is the Prasar Bharati Act of 1997? To what extent had it been able to meet the long standing demands for autonomy for AIR and Doordarshan?

OR

Discuss the earlier television experiments in India which contributed in overall development our country. (15 marks)

Q. 5. How did the forms and content in Indian cinema evolve after the arrival of talkies?

OR

Write short notes on any **three** of the following: (15 marks)

- 1) Yellow Journalism
- 2) Gagging Act
- 3) SITE
- 4) Satyajit Ray
- 5) Invention of Gramophone
