

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 8906

F-4

Your Roll No.....

Unique Paper Code : 1011402

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

Name of the Paper : History & Growth of Media in India

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all five questions.
3. All questions carry equal marks.

1. Write the historical importance of Yellow Journalism in the late 19th century in the United States of America.

OR

What is the importance of Morse code in Telegraph ? How did telegraph shape the field of communications ?

2. "One of Gandhi's brilliant insights was to combine the March or '*yatra*' with twentieth century politics and print." Discuss Gandhi as an effective public communicator of the nationalist movement in the light of this statement.

OR

"The vigor of the regional language press post 1980s seems to foster a sense of Indianness and Indian nationality as much as it does localism and regional sentiment". Discuss the regional press and print capitalism in this context.

3. What was the role and function of radio during the colonial period in India ? Elucidate with examples.

P.T.O.

OR

The music programming of All India Radio was dominated by debates on traditional music and popular film music in the post independence period. Discuss.

4. Discuss the role of amateur photographic societies in the colonial period in creating photographic practices and a culture of photography in India ?

OR

Compare the hegemony of *Hinglish* as a language of entertainment and current affairs programming in Indian private television channels to languages used in public television such as Doordarshan and BBC.

5. What were the factors that led to the constitution of the Indian Cinematograph Committee in 1926 ? Critically examine the procedures and the recommendations of the committee.

OR

Write short notes on **ANY THREE** :

- (a) Vernacular Press Act
- (b) Mark Tully
- (c) HMV
- (d) Raja Deen Dayal
- (e) Raj Kapoor