

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (2018 Batch) (Sem.-3)

HISTORY OF MEDIA

Subject Code : BAJMC-302-18

M.Code : 76745

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

Write briefly :

1. FM radio
2. Any two characteristics of changing readership in India
3. Language press
4. Meaning of autonomy
5. Talkies
6. Lithography
7. Podcast
8. Internet radio
9. Transnational
10. The silent era

SECTION-B

11. Yellow journalism marked the beginning of a new brand of journalism. Do you agree? Justify your answer.
12. How did the Vernacular Press in India contribute to the national freedom movement?
13. Write a note on Mahatma Gandhi as journalist.
14. What was the role of media in post-independence era?
15. Do you agree that privatization has helped radio in India? Justify.

SECTION-C

16. Write a note on the evolution of AIR programming.
17. How have the advent of trans-nationals changed the world television programming?
18. Has the commercialization of programming made the television content more entertaining and informative?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.