

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

- 1. Write briefly :**
- a) AIR
 - b) Gramophone
 - c) Post-emergency and media
 - d) Yellow journalism
 - e) FM radio
 - f) Any two characteristics of changing readership in India
 - g) Language press
 - h) Meaning of autonomy
 - i) Talkies
 - j) Lithography

SECTION-B

2. *“Yellow journalism marked the beginning of a new brand of journalism”*. Do you agree? Justify your answer.
3. How did the Vernacular press in India contribute to the national freedom movement?
4. Write a note on Mahatma Gandhi as journalist.
5. What was the role of media in post-independence era?
6. Do you agree that *“Privatization has helped radio in India”*? Justify.

SECTION-C

7. Write a note on the evolution of AIR programming.
8. How have the advent of trans-nationals changed the world television programming?
9. 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.