

Roll No.

Total No. of Pages : 02

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BA (JAMC) (2019 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 a journalist.
5. What was the role of media in the 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.