

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (Sem.-3)
HISTORY OF MEDIA
Subject Code : BAJMC-302-18
M.Code : 76745
Date of Examination : 14-12-22

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) Bengal Gazette
- b) FM Radio
- c) Alam Ara
- d) RNI
- e) Social Media
- f) All India Radio
- g) PTI
- h) Talkies Era
- i) Press
- j) OTT.

SECTION-B

2. What is Yellow Journalism?
3. *'Role of Radio in rural development.'* Discuss.
4. Write an essay in privatization radio in India.
5. Trace out the origin and evolution of News Papers.
6. Explain the importance of folk media in Indian Communication.

SECTION-C

7. Describe the importance of the Journalism of Mahatama Gandhi in Present Context.
8. Give brief history of Radio broadcasting in India.
9. Explain the evolution of the language of film with examples.

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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.