



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2025

Course Name- RADIO BROADCASTING

Course Code- MAMCD / MMC 202

Full Marks= 30

Answer the Following Questions:

15x2=30

1. Trace the evolution of radio broadcasting in India across four major phases:

The Private and Experimental Phase (1920s–1936)

The Formation and Expansion of All India Radio (1936–1990s)

The FM Radio and Privatisation Era (1990s–2010s)

The Digital Integration Phase (2010s–present)

For each phase, briefly explain the technological changes, government policies, and social impact that shaped radio's growth and purpose. Also add your thoughts on what makes radio continue to remain relevant in the digital era of streaming, podcasts, and social media?

2. Listen to two different radio programs (e.g., an AIR news bulletin and a commercial RJ talk show or podcast). Analyse their format, tone, language style, and audience engagement techniques. Discuss how purpose and platform shape their presentation. Conclude with your insights on format effectiveness.

NB: All questions as per instruction are to be mandatorily attempted.
