**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD102: EVOLUTION OF INDIAN MEDIA**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

1. Answer **any five** questions: 12x5=60
2. Discuss the evolution of communication modes in ancient India, highlighting oral, traditional, and written forms of communication.
3. Evaluate the role of the Indian press in addressing social, economic, and political issues before independence, citing specific examples.
4. Critically assess the functions and effectiveness of key press organizations in India, such as the Press Council and Registrar of Newspapers for India.
5. Trace the history of radio broadcasting in India, covering the transition from AM to FM broadcasting and the emergence of All India Radio (AIR) services.
6. Discuss the role of Doordarshan in television broadcasting, including its code of conduct, programmes for rural and urban audiences, and contributions to development initiatives.
7. Define and discuss the concept of citizen journalism, tracing its origin and growth globally and its specific manifestations in the Indian context.
8. Write short notes on **any two** of the following: 5x2=10
9. SITE
10. Johannes Gutenberg
11. Yuva Vani

**\*\*\*\*\***