**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2024**

**MAMCD/MMC 102: EVOLUTION OF INDIAN MEDIA**

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

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

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

1. **Choose the correct option: 5x1=5**

1. Which is the first Indian newspaper?

a) The Times of India

b) The Hindu

c) The Bengal Gazette

d) The Indian Express

2. In what year was the Press Council of India established?

a) 1965

b) 1980

c) 1975

d) 1990

3. The significance of the Indian language press became evident during which event?

a) The Quit India Movement

b) The First War of Indian Independence

c) The Dandi March

d) The Non-Cooperation Movement

4. What was the primary aim of the Satellite Instructional Television Experiment (SITE)?

a) To promote rural education

b) To broadcast entertainment programs

c) To develop political awareness

d) To support international broadcasting

5. Which of the following programs is known for its focus on rural and agricultural issues on All India Radio?

a) Kisan Vani

b) Chhaya Geet

c) Radio Rangoli

d) Akashvani

1. **Fill in the blanks: 5x1=5**
2. The first Indian news agency, \_\_\_\_\_\_\_\_\_\_, was established in 1947.
3. \_\_\_\_\_\_\_\_\_\_ is considered the "father of journalism" in India for his role in the founding of various newspapers.
4. The \_\_\_\_\_\_\_\_\_\_ was set up to oversee the distribution and circulation of newspapers in India.
5. The primary aim of the \_\_\_\_\_\_\_\_\_\_ was to promote literacy and education through television in rural areas.
6. \_\_\_\_\_\_\_\_\_\_ is a significant program aired by Doordarshan aimed at promoting agricultural practices and information.
7. **Write short notes on the following:** **5x2=10**
8. Hindustan Samachar
9. Community Radio
10. Role of Social Media in Modern Journalism
11. E-Choupal
12. Registrar of Newspapers for India
13. **Give detailed answers to any five of the following: 5x10= 50**
14. Discuss the social conditions and political triggers that influenced the press in Colonial India?
15. Describe the structure and functions of Press Council of India.
16. Explain the used of radio as a propaganda tool during the World Wars?
17. What was Mahatma Gandhi’s ideology of journalism? Elaborate on his journalistic contribution to Indian Press.
18. Describe the various formats used in Doordarshan's educational programs, and their effectiveness in engaging audiences.
19. Explore the ethical implications of citizen journalism, focusing on both its benefits and challenges.

\*\*\*\*\*