**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**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.*

*(Try to give relevant examples as far as possible in support of your answers)*

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

1. Discuss the development of mass media in our country since the

early days till Independence. 14

2. Write about the status of ‘Indian language or vernacular’ print

media’ in the country with special reference to Assam. 6+6=12

or

What is the role of Radio in the Indian society so far ? Write with

reference to Assam. 8+4= 12

3. What is the contribution of Television in our country over the

decades? Discuss. 12

or

Describe the status and the various aspects of the medium of

cinema in the country with reference to that of Assam also.

4. The term ‘Over-The-Top (OTT)’ has been gaining a lot of prominence during the last about one year amidst an unprecedented situation. Define this development and the Ministry of Information and Broadcasting’s regulations about it. 8+4= 12

5. Write short notes on **any four** of the following- 5x4= 20

1. Press Council of India in the present-day context.
2. Satellite Instructional Television Experiment (SITE)
3. Mahatma Gandhi as a journalist
4. The Assam Tribune
5. Community Radio

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