**TU/ CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 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 marks**

1. Who is known as the father of Indian journalism?

a) Mahatma Gandhi

b) Raja Ram Mohan Roy

c) Jawaharlal Nehru

d) Bal Gangadhar Tilak

2. In which year was the First Press Commission of India formed?

a) 1947

b) 1954

c) 1978

d) 1982

3. The first war of Indian independence took place in:

a) 1757

b) 1857

c) 1942

d) 1950

4. SITE (Satellite Instructional Television Experiment) was launched in which year?

a) 1972

b) 1975

c) 1980

d) 1985

5. Which of the following is a specialized AIR program for young people?

a) Yuva Vani

b) Aap Ki Farmaish

c) Vividh Bharati

d) Gaon Gaon Mein

1. **Fill in the blanks: 5x1=5 marks**
2. The first Indian newspaper, \_\_\_\_\_\_\_\_\_\_, was published in 1780 by James Augustus Hickey.
3. \_\_\_\_\_\_\_\_\_\_ was instrumental in starting India's first language newspaper.
4. The \_\_\_\_\_\_\_\_\_\_ is responsible for maintaining the press's ethical standards in India.
5. \_\_\_\_\_\_\_\_\_\_ was the first Indian news agency, founded in 1910.
6. \_\_\_\_\_\_\_\_\_\_ is one of Doordarshan's development-oriented television programs featuring agricultural development.
7. **Write short notes on the following:** **5x2=10 marks**
8. Audit Bureau of Circulation
9. Oral Communication
10. Citizen Journalism
11. Vividh Bharati
12. Press Trust of India
13. **Give detailed answers to any five of the following: 5x10= 50 marks**
14. Examine the social, economic, and political issues addressed by the Indian press prior to independence and discuss how these issues influenced the nationalist sentiment during that time.
15. Discuss the contributions of prominent figures in Indian journalism, including Mahatma Gandhi and Raja Ram Mohan Roy, and their influence on the evolution of journalism in India.
16. Examine the development of radio as a medium of mass communication during World War II and its role as an instrument of propaganda and information dissemination.
17. Evaluate the role of Doordarshan in facilitating development through its programming for rural and urban audiences and assess its impact on education and social awareness.
18. Discuss the concept of citizen journalism, Examine the evolution and proliferation of citizen journalism in India, analysing its impact on mainstream journalism and its role in promoting democratic participation.

\*\*\*